<u>*Your*</u> Service Professionals*!*

Trends *in the* Service World

Equipment costs more to service but sells for less money every year.

- ➢ Requires more training
- ➢ Tools become more expensive
- ➢ Bench time increases.
- ➢ Component level troubleshooting is not always either possible or cost effective.
- ➢ The price ceiling keeps coming down as people will seldom put more than 50% of replacement cost into a repair.
- ➢ Much local service becomes 'dumbed down', replacing boards and assemblies at a technical, rather than an engineering level.

- ➢ Depot service is viable in many instances.
- ➢ Repair by replacement becomes an increasing option, especially as a new unit may have worthwhile upgrades

Equipment is vastly more reliable, but incredibly more complex.

- ➢ Components keep getting better. Many units go their entire working life without a major service issue.
- ➢ Large Scale Integration continues to pack more features into smaller space.
- ➢ Tapeless drives eliminate many service issues and almost all maintenance.
- ➢ Many more problems related to software, firmware, compatibility, and interoperability.
- ➢ More and more people have difficulty operating their own equipment.

- ➢ Damage is pretty much a constant. People still drop the camera.
- ➢ Sometimes reliability is compromised for the sake of size, giving thermal issues.
- ➢ Miniaturized electrolytic capacitors can have a short lifespan.

Although Sales is global, Service tends to be national, even regional.

➤ Most repairs will not make it across the import/export/customs barrier.
➤ Transport/ shipping becomes a factor, especially as units become larger and more expensive.
➤ People will accept a regional or national service center that maintains a reasonable turn around time (@ three weeks), an acceptable price structure, and consistent quality.
➤ When there is only one national service center, a manufacturer can obsolete a product any time by refusing to service it.

➤ People prefer local service, but it's increasingly difficult to find.

As local presences either disappear or re-invent themselves, their customers still want pretty much the same thing:

➤ Value for their money.
➤ To be treated courteously, respectfully, and personably.
➤ To have their concerns and challenges addressed.
➤ To be dealt with as a person, not a sale, a commission, or a number.
➤ To have their issues resolved as quickly and painlessly as possible.
➤ To deal with competent, knowledgeable people who will not only address their immediate concern but keep an eye on the larger picture of how technology could or should relate to their present and future circumstance.
➤ To know the total cost, both in time and money, up front, as soon as possible.
➤ To know that promises being made to them, as much as possible within our uncertain world, will be kept, deadlines honored, and budgets respected.
➤ To be informed of any changes and challenges within the workflow so there are no sudden shocks when it's time to pay the bill.
➤ If problems arise, to have someone to call who will remember their name.