

ARE RMA's YOUR WORST NIGHTMARE?

Have you ever read the hardware warranty on Your PC? In the detail of the Fine Print there is usually a section called Return Merchandise Authorisation (RMA) which reads something like this in most instances -.

To obtain service under this warranty, please contact Technical Support at 1-xxx-xxx-TECH, or e-mail support@deadpcuser.com, or www.techdeadpcuser/support.htm

If the problem cannot be resolved over the phone, a technician will either authorize replacement part(s) or the return of the system to TECH for repair. The customer is responsible for returning products to TECH. Refer to the Terms of Limited Warranty section of this document for specific customer rights and responsibilities. A Customer Support representative will instruct the customer in the specific service details for each situation. The following is a list of information concerning equipment return:

The technician who authorizes the return of the equipment will issue a Return Merchandise Authorization (RMA) Number. This number must be clearly marked on the outside of each box returned to TECH. The TECH receiving storeperson will refuse boxes without an RMA number clearly visible.

If applicable, replacement parts will be shipped, subject to availability, at TECHs expense, via standard ground delivery service after customer obtains an RMA number. Expedited delivery service may be authorized at TECHs discretion. TECH shall not be responsible for failure of the delivery service to make on-time delivery. The customer must return the defective product(s) to TECH in the original box and packaging (or comparable packaging), with the RMA number clearly identified on the external parts of the packaging. Unreturned merchandise is the financial responsibility of the customer. If the customer fails to return the defective part within ten (10) business days from the date the RMA number is obtained, customer is required to compensate TECH by purchasing the unreturned defective parts from TECH. Failure to return defective parts within 10 days receipt of RMA number will result in denial of future part replacement, RMA services. Please retain the shipping information, including tracking numbers, until TECH has credited the account. This will serve as proof of return. Please keep this information on file for the life of your system warranty.

If you are an Original Equipment Manufacturer then you already know that RMA's are your worst nightmare.

You already know that as your monthly statistics tell you how many PC's you shipped out the door, came back in again for repair due to RMA's being issued. Every time you issue an RMA it hits your bottom line and it's a well known fact that the \$ that can be attributed to any warranty repair have a significant bottom line impact on profitability and cashflow.

Now, we know you “bench-test” these PCs before they are shipped, don't you?

If you had a means to ensure that before the PC units left your hands, they could be more thoroughly tested in a manner, that gave you the ability to lower your RMA and warranty costs (ie; by not eating into your profit and cash flow) wouldn't you be interested?

We thought so!

**Please read on to Find Out
How you can OVERCOME this issue!**

PCProfile can help you with a solution that has been tried and tested since 1986 on tens of thousands of computers!

Using this tool both within your PC assembly line, and with field service technicians makes sense for every OEM and PC manufacturer.

Why field service technicians? These guys often end up in the field bringing back PCs that could have been tested and rectified on site, had they had the right tools with them at the time.

Are your ex-factory/workshop tests covering the following?

- 64-bit processor testing, USB intelligent port testing, memory testing over 4GB, hard drive, modem
- Independent testing, fully self-booting, with no installation of operating system required
- Hardware testing to check all PC components are running reliably
- Validation of prototype and pre-production hardware during original equipment development
- Hardware tests to ensure PCs are built, upgraded and repaired correctly, regardless of brand
- Core system testing of component reliability and working system integrity
- Troubleshooting of smart USB ports, PCI/ISA POST issues, CD and DVD-ROM drives etc

We offer a suite of sound, industry recognised PC tools and some add-ons that will reduce expensive field service calls, 'No Trouble Found' (NTF), wrongful product returns, reduce the need to overstock field service products and decrease the numbers of RMA's that are affecting your bottomline profit and cash-flow!

TO REDUCE YOUR RISK - ADOPT BEST PRACTISE

1. **Test ALL PCs in the workshop first before shipment**
2. **Retain comprehensive written report of the state of testing, PC by PC**
3. **Test ALL PCs that are being assessed by field service technicians BEFORE returning them to the workshop**
4. **File all certificates in a secure area as a record of testing.**

The Bottom Line Message?

To INCREASE PROFITS AND CASH FLOW (by reducing RMAs) YOU MUST ENSURE ALL PC's are thoroughly tested using a

proven diagnostic testing tool and that you have records to PROVE it!

If you want to know more about HOW you can REDUCE your RMA costs TODAY, please contact us at the address below

E-mail robharm@pcprofile.com

Web site <http://www.pcprofile.com/>

"Managing Clouds and Moving Goalposts"

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Why "Managing Clouds?"

"As soon as you see them forming they change shape and form again, sometimes turning into vapour, other times dumping rain all over you!and you really can't manage them at all!"

The role of any manager is complex and difficult and with rapid changes taking place all around you it's difficult to know where to find practical advice on "how to manage" these changes. This is especially true when you think you have it all under control then find the rules change, again, and again.

This is when it's more like "Moving the Goalposts"!

This is the 2nd in a series of Practical Topics that have relevance for Managers in 2004

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