

## Advice on Taming Your Unruly Computer

IT'S AN EPIDEMIC! POOR COMPUTER SERVICE. By Allen Stein

Just yesterday three people stopped by with severe problems with their computer that they purchased from one of the big computer selling companies – Dell. All three were under warranty with that company. Almost every day we have a customer come into our service center with complaints about Dell or the service they don't get from one of those big super stores that sell computers.

The main complaint is that it takes so long to get the problem they are having with their computer understood by the support person. Often these good people who try their best just can't understand; it's all about language. It often takes hours to get to the point where help is being provided. These support people in India or some other country where the minimum wage is low read from scripts and have little experience with the product being worked on.

Even after spending hours there's no resolution. Often the solution provided by these support people is to "start over" and restore the computer with no regard to saving the victim's (person with the problem) data and information.

They read from their scripts instructions that the victim (that is the person with the computer problem) has difficulty understanding and can easily make a critical mistake which can really mess up the computer. When it comes to hardware problems, they have the victim open up their computer with no regard to safety and protection from the ever present static electricity that can burn out a mother board or other circuitry. One can get severe burns if they have forgotten or neglected to unplug the computer.

It is not just computer companies that have outsourced their service and help to foreign lands, the phone company AT&T/SBC and even office suppliers have done so. Just have a problem with your AT&T dialup or DSL connection and spend hours on the phone with a nice gentleman from New Delhi while he reads to you from a pre-written script and you try doing what he instructs. From our experience, success is so often not achieved, that when it is achieved, there must be spontaneous outbursts of joy in the foreign call center on those rare occasions. DSL is very sensitive in the first place and most people have difficulty setting it up even with help.

Why have these companies like Dell given up the very thing that made them successful? Service! Yesterday a customer told us that she reported Dell to the Better Business Bureau and learned that they are the single most reported on and complained about company in the country primarily because of poor service and support.

Getting good service and help today from these big companies is almost impossible and if you are fortunate enough to get help you are in the minority. Yet people still buy from these companies and spend on average \$2,000 for a computer that they

will not get support and help in the time of need. No wonder why the Internet is full of scams and rip offs! It starts with companies like Dell who have abandoned good service and support just to save money and improve their balance sheet. It shows where they put their emphasis. It is better for them to “farm out” their service to foreign countries and pay a few pennies a day than to hire qualified Americans with communications skills who can quickly diagnose and solve customer problems. Service doesn’t matter to these companies. Neither does loyalty to the country that made their company billions. Keeping jobs here in the United States is important to our economy and national security. Making more money or spending less is more important to these big companies than their community, country and the future of their grandchildren. The theme of the board meetings at these companies is “pull in as much money now as possible, who knows what tomorrow may bring; get it all now.”

Ok, I’ve made my point. If you are smart enough to want a computer to help make your life better and to enjoy all the benefits of technology, you should know that the most important factor in computers is service and support. With that in mind, it is also apparent that the only place you can get personal and caring service is from an independent and local computer store like the Computer Tamers. We are still doing what made Dell, Wal-mart and these other giants what they are today. And if we keep emphasis on service and support we’ll be successful just as they once were.

Stores like ours care about the customer, are owned by and hire people who love what they do and want to help people.

It is time that the people of Eastern Connecticut and the country come to their senses and not support companies that talk about service as important but outsource it to incompetent foreigners who care little about us let alone our computer problems.

Buying a computer is an investment that must be supported with help and service. Service and support is the most important part of buying a computer and keeping it maintained. That is why we at the Computer Tamers expend the effort and spend the money weekly to do a radio show and maintain a website that helps people better understand computers and technology.

Allen is one of JASAsolutions’ Computer Tamers who host The Computer Club heard every Wednesday after the 5 o’clock news on WILI AM 14. You can learn more about getting your unruly computer under control by visiting [www.TheComputerTamers.com](http://www.TheComputerTamers.com) and explore the free information compiled there for you. Be sure to visit the Computer Tamers Store at River Plaza, 75 Bridge Street, Willimantic, CT. 06226 or call 860-456-1310.