

## Who is going to fix your new machine?

I often wonder if customers when buying a new machine for their operation ask themselves this simple question and a few others.

Do they even research the warranty? Do they figure out who the authorized warranty servicer will be for their new purchase? Where are they out of? What are their labor and travel rates post-warranty? What is their typical response time and completion time for similar customers in my area? If my servicer doesn't have parts in stock, where will they be coming to them from?

I have seen customers make buying decisions with practically no research and suffer from poor service. I have seen customers do very thorough research and get a high value or high quality machine, but neglect to think about these ideas and effectively negate an otherwise very prudent decision.

You can buy the least expensive machine or the most expensive machine, but if you can't get it fixed in a timely manner, at an affordable price, you are in trouble either way.

For instance, if I am in Somerset and I get machine, any machine, for my business and the service for it comes from Harrisburg or Pittsburgh, I am dreaming if I think I am going to have a repair person show up the day I call. I am naïve if I think I am not going to pay through the nose in travel charges; in some cases, even under warranty.

When they finally show up and unfortunately don't have a part how many days am I going to have to wait until they return, even if I pay for air freight?

Its common sense, that what should be a one or two day turnaround to get you up and running, can turn into a week. A week of lost production and lost profit, which is costing you more out of pocket?

It is just like buying a car. No matter how much I may like a certain make and model of car, I am not buying it if I have to take it more than 30 minutes away for service. Time is money, especially my time; right?