

Why all good PC doctors will go to heaven

by Grant Woolliams

the **awesome service awards**
...saluting inspirational business service



In a nanosecond our PCs - the business tool that has made many small businesses viable - can go from being our best friend to our worst enemy. Then all that stands between equilibrium and us is someone to fix the problem. But "all" can be a very big word.

Late last year Auckland Chamber of Commerce chief executive Michael Barnett selected a small (two man) Auckland computer servicing company, Adept Computers, as a winner of an Awesome Service Award (see www.awesomeservice.co.nz).

The customer who nominated Adept Computers pointed to a simple reality: service-minded, fair-charging, available at-the-drop-of-a hat computer technicians are modern day gods (or at least angels). Adept Computers ticked the boxes.

Then there are faux-PC gods who know we are extremely vulnerable when our PC's go haywire. We are obliged to cart our broken machines to their altars, they baffle us with religious-type computer jargon, and then charge us enough to build a new church. The way to avoid them is to be forearmed, and preemptively identify a good computer god.

But encouraging us to reduce the risks of mind-numbing computer crashes isn't typically front-of-mind, even for the savviest of us. A technology writer for a major New Zealand newspaper recently admitted in his weekly column that his home PC didn't have backup. He wrote about the excruciating, expensive, and time consuming process he had to go through to recover data (and cherished family photos). Lecturing on the subject obviously achieves the same resonance as telling male teenage drivers about the risks of other type of crashes. Wisdom is apparently something that is generally learned post (crash) facto.

So here is the only pointed advice offered: when those you know have a computer problem (and they will usually tell you about it, in detail!), ask them if the technician that fixed it turned out to be a computer god or a false prophet. Get the contact details of a god and pin them to your notice board (don't just put them into your PC address book, if you get my drift).

Then, if you want to feel really good about yourself, ring them and ask them to come around and give your computer/s a check-up. It will cost pennies compared to the pounds you will lose come an emergency.

In the process they will get to know you a bit, and you them. This may be very important. The very good small computer companies are typically very busy. Some are fully committed servicing their established customers and are reluctant to (or won't) drop everything for an ad hoc emergency call from a non customer. Establishing a relationship with them before you have to make the "please help me!" call may be essential.

And when you find a PC repair guru who earns your trust, treat him or her like a god, because there has been an amendment to the adage that just two things are certain in life (tax and death).

There are now three certainties: tax, death, and your computer will crash.

Grant helps administer the Awesome Service Awards. The awards are supported by the Auckland Chamber of Commerce and salute those in business who provide inspirational customer and client service. If someone in business has provided you with great business service go to www.awesomeservice.co.nz and spend a few minutes nominating them for an Awesome Service Award. They deserve it!

