



**CERTIFIED
SERVICE
CENTER**

10 Steps
To Become a
Certified
Service Center

What Is the Certified Service Center Program?

The CSC Program is designed to help identify those Service Companies that are committed to providing a positive service experience to consumers.

**Differentiate your
service from
your competitors.**



CERTIFIED SERVICE CENTER

www.certifiedservicecenter.org

Mission

- Identify quality service providers
 - To consumers
 - To manufacturers
- Promote positive service experiences
- Establish national service quality standard



RALPH E. WOLFF
PRESIDENT, MCP, CSM

JCA Jersey Coast Appliance
Licensed Sales / Service Specialist, Since 1981

MAYTAG
Home Appliance Center

CERTIFIED SERVICE CENTER

Carrier

TOMS RIVER • FIESTA PLAZA
1808 RT. 37 E • TOMS RIVER, NJ 08753
(732) 506-0120

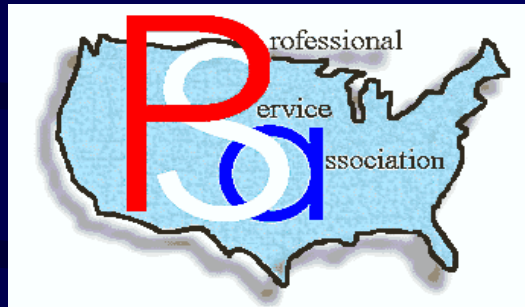
WHITING SHOPPING CENTER
RT. 530 (108 Lacey Rd.) • WHITING, NJ 08759
(732) 350-4415

1-800-559-0122

www.jerseycoastappliance.com ralphwolff@jerseycoastappliance.com



History



Types of Service Centers

- Appliance
- Audio Video
- Business Office Equipment
- Communications
- Computer
- Consumer Electronics
- Home Theater
- Mobile/12 Volt
- Satellite/Antenna
- Security System

Differentiate your service from your competitors.

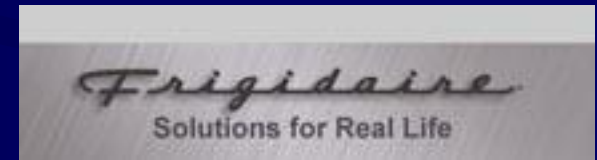


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Manufacturer Supporters

- Appliance Parts Distributing Association (APDA)
- DCCM Cellular
- Dey Distributing
- Electrolux
- Frigidaire
- LG-Zenith
- Flarion Technologies
- Haier
- Hitachi America
- Mitsubishi
- Night Owl Optics



More Mfg. Supporters

- Kenwood
- Motorola
- Panasonic Consumer Electronics
- Parasound Products
- Philips Consumer Electronics
- Pioneer Electronics
- Rostra Precision Controls
- Samsung Electronics
- Sharp Electronics
- Soliloquy Loudspeaker Co.



More Mfg. Supporters

- JVC
- Sony Electronics Inc.
- Sub Zero Manufacturing
- Maytag
- Microsoft
- Thomson Multimedia Inc.
- Toshiba America Consumer Products
- Yamaha
- Whirlpool Corporation



Why become certified?

- Tell your customers that quality is important
- Increase the perceived value of your service
- Bolster customer confidence
- Differentiate your business
- Increase customer base
- Gain from the process



Incentives to Become a CSC

- Hitachi- CSC recommendation in owners manuals
- PSA-Free technician certification practice exam-\$39.95 Value
 - Free 1 year PSA & PSAnet dues-\$200 Value
 - Free Employee Relations Manual-\$69.00Value
- ETA-Free 1 year membership
 - Free CET Exam Study Guide-\$60
 - Free Set ETA Antenna Study Guides-\$50
 - Free Customer Service Specialist Study-\$30

...additional CSC incentives

- USA-\$100 towards Service Institute Registration or membership
- Additional Industry partners will be announcing upcoming incentive plans

How do we apply?



CERTIFIED
SERVICE
CENTER

*A consortium of international
organizations dedicated to
achieving the highest levels of
professional product service.*

**Registration
Number:**

AZ0109

Expires:

Sept 22, 2014

Certified Service Center

A Symbol Of Quality Service.

Be it known by these presents that

Media Wireless Comm

Covington, AZ

Has met the highest standards of achievement in its service facilities, staff and management as reviewed by the CSC Certification Board and is hereby designated a



RF Communications Service Center

Don Pierson
Don Pierson, President

Teresa J. Maher
Teresa Maher, Secretary

| | | | | | |
|--|---|--|--|---|--|
| Consumer Electronics Assn (CEA) 1919 S Eads St. Arlington, VA 22202 www.cea.org 703-907-7045 | ETA International (ETA) 5 Depot Street Greencastle, IN 46135 www.eta-i.org 800-288-3824 | North American Retail Dealers Assn (NARDA/NASD) 4700 W Lake Ave. Glenview, IL 60025 www.narda.com 800-621-0298 | Professional Service Assn (PSA) 71 Columbia Street Cohoes, NY 12047 www.psa-world.com 888-777-8851 | United Services Association (USA) One President Way Ste 106 Woburn, MA 01801 www.unitedservices.com 800-683-2558 | USM Service Stations (USMSS) 41277 N Elayside Dr. Antioch, IL 60002 www.usmas.org 847-395-3077 |
|--|---|--|--|---|--|

Requirements

- Service Facility
- Code of conduct
- Test equipment/Tools
- Service and warranty policies
- Management skills
- Technical certification
- Licensing, insurance and appearance



1. Repair Facility

- Suitable Facility
- (you are not required to have a store front)
- Comply with zoning ordinances
- Supply Photographs

2. Code of Ethics

- Agree to conduct business ethically

3. Test Equipment

- Submit list of test equipment
- Agree to maintain that equipment in good repair

4. Customer Service Policy

- Communication with customer before, during and after the service experience
- Tracking quality of customer service
- Policy Written and Posted for Customer review

5. Technical Certification

- 25% of techs certified using CSC
Recognized certification programs

6. Service Manager Certification

- Employ one manager that has passed the Certified Service Manager exam
- From any CSC qualified association or college

7. Licensing

- Comply with federal, state and local business licensing and zoning laws

8. Insurance Coverage

- Business liability
- Coverage for customer merchandise
- Supply copy of insurance certificate

9. Service Warranty

- Post written warranty
- Include reasonable labor coverage
- Include reasonable parts coverage

10. Professional Appearance

- Display signage
- Be clean, neat and professional
- Written dress code for employees that interact with customers in person

Investment Calculation

| | |
|-------------------------|-----|
| Base Fee | 475 |
| Assoc Membership | -90 |
| 50% Tech Certification | -90 |
| C/S Certification | -25 |
| Extended Payments (+90) | |
| ----- | |
| Total Investment | xxx |



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