

ELECTRONICS

BAZAAR

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FROM **EFY**: PUBLISHERS OF **ELECTRONICS FOR YOU**

MAIA Intelligence



Sanjay Mehta
CEO, MAIA Intelligence

We purchased UPS systems with batteries more than two years ago and have not faced any problems till now. We have quite a number of batteries and both are provided by APC.

Since we have never faced any problem with our UPS systems, we have not taken an AMC yet. Moreover, our development centre (having database and application server) is located at Millennium Business Park in New Mumbai, which is an IT park having 24x7 to electricity. So, normally we do not have any downtime in terms of power. Naturally, the use of UPS systems is minimal.

We are satisfied with the brand we are using currently as it has never demanded any part replacement or service maintenance. Under preventive maintenance, APC examines the system to ensure optimal performance. It has factory-trained technicians, who arrive onsite to detect faults or repair the equipment. In fact, its extended warranty is an extension of coverage beyond the original factory warranty. It also has remote monitoring service, which optimises the support and operation of the physical infrastructure. Next year, too, we may opt for a visit-based maintenance and servicing if required.

Consumer Focus

Are you happy with your AMC?

- Srabani Sen

Does the annual maintenance contract for your UPS and inverters ensure trouble-free operations, enhancing the life of the product? Or has it turned your life into a nightmare?

With after-sales services emerging as a new revenue-generating model, many

brands are taking annual maintenance contracts, popularly known as AMCs, as an add-on opportunity to do business. While most Indian brands are yet to grab this opportunity and many see AMCs—although a paid affair—as a “service to the customers”, consumers are shelling out exorbitant amounts to buy hassle free maintenance and good life for the products.

AMCs take care of preventive maintenance and parts replacement of any machine installed on payment of an annual fee. It can either be the most reliable and convenient service for your enterprise or give you headaches and nightmares—depending on the efficiency of the companies providing AMCs to you.

AMCs are actually meant to ensure longevity of a product, trouble-free operations and higher resale value. Usually, brands offer complementary service for the first year after installation and the choice is then left to the customers to go in for an AMC.

Besides, considering AMCs as a revenue model, brands also take it as an investment for image-building and developing close and trusted relationships with customers. The services offered by the manufacturers immensely help them to earn confidence and trust of the customers. The consumers, on the other hand, go in for an AMC to avail the paid services and just relax.

According to some of the popular brands, always ensure that the following are clearly stated in writing in the AMC:

Response time: The time within which the service engineer attends to your call. You can mention the maximum amount of time you are willing to wait for as part of your contract.

The time within which the faulty component is repaired or replaced: Ask if they provide you with a replacement temporarily, so that your work doesn't stop. Big customers usually manage to get this facility.

Check the scope of maintenance: Certain AMCs do not include repairs for any damage caused to the components by the employees or any damage caused by some electric faults or natural calamities.

Electronics Bazaar talked to a number of enterprises—the end-users of UPS and inverters—to ascertain the efficiency of the brands in providing AMCs to them.

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