

AST[®] Computer



Solutions

for the

Computer

Industry

FedEx[®]
Federal Express

AST® Computer

• *FedEx Express Repair
and Upgrade Service
gets AST customers back*

up and running overnight.

Many AST® Computer customers can't afford a long "downtime" waiting for computer repair. That's why they're eager to sign up for a new premium repair option called ExpressONE™, now available through AST.

"ExpressONE, which stands for 'overnight notebook exchange,' guarantees our customers an up-and-running system on a next-business-day basis," says Mike Manker, manager of service for AST's field operations in the Americas. "That's an important development for our customers with time-critical computer needs."

Headquartered at Irvine, California, with a manufacturing and service division in Fort Worth, Texas, AST Research is one of the world's largest computer manufacturers. The firm provides computers, add-on components, and services to

more than 100 countries worldwide. Under the motto "First to market with leading edge technology," AST aggressively markets its superior quality and reliability.

"We're always looking for value-added services we can promote to our customers," Manker explains. "In the portable computer market, which is one of the fastest-growing segments, we needed a repair service that could guarantee an up-and-running unit overnight for our Ascentia notebook users.

"With on-site repair, it can be difficult to diagnose a problem over the phone and ship out the correct part or component. What we needed was a field technician to replace the entire computer and swap the customer's hard drive from the defective unit so that the customer didn't miss a beat in keeping up with work demands."

To develop a return and repair program, AST turned to FedEx—the first company to introduce an overnight repair capability in the industry. FedEx offers a complete notebook computer repair service with many options that can be customized to individual companies' needs. FedEx assisted AST, the creator of ExpressONE, with a premium warranty service available at an additional fee.

ExpressONE customers experiencing problems first call the AST technical support line for assistance. If the problem is determined to be with the hardware, a return autho-

rization number is set up with AST and FedEx, and the replacement computer is shipped via FedEx Priority Overnight® services from Fort Worth.

Before 10:30 a.m. the next business day, a FedEx field technician calls the customer for an appointment, arrives to deliver and swap out components as needed, and powers up the computer to demonstrate to the customer that everything is in working order. The high quality of this FedEx® service and attention to customer comfort is a key element in ExpressONE's success.

Offered in the 48 contiguous United States, ExpressONE is a critical advantage for AST's traveling customers. "ExpressONE eliminates a lot of headaches for AST and its customers," Manker asserts. "The customer is assured of a fully working computer, and we're assured that the defective units are properly returned to us for refurbishment and stock shelf replacement. With FedEx efficiency and technology, we're able to keep our spare units pipeline up to speed, too."

By designing specific solutions for key industries like the notebook computer market, FedEx can help AST and other firms turn problems into customer satisfaction. "It's a time-saving, cost-saving operation for everyone, with a premium quality consistent with our company's image," Manker concludes. "We want our customers to know that we really care about them, and FedEx helps make that possible."