

Seven Points to Consider Before Purchasing a Mail-Order Computer

At Genesys Micro LLC, we are often asked about mail-order computers, pricing, and warranty service. To help you, we have compiled a short list of the most important traps to avoid with mail-order shopping.

1. **Mail-order computer companies require that you first attempt to resolve the problem over the phone with a technician.** This can take several hours away from one of your staff – most likely the most knowledgeable staff member. Some will issue a RMA (Return Material Authorization) number before you can return the item. Genesys can respond to your service request on-site; usually that same day. Just call us and describe your problem. We will come to you, diagnose, and fix your trouble as fast as possible. No long phone calls, and no RMA's. Your staff will be free to do their work.
2. **Mail-order computer companies are not obligated to save any of your data on the local computer's hard drive.** Instead, they supply a re-imaging CD or replacement hard drive that returns the system to the original factory-shipped configuration. Re-installing programs and recovering data is the sole responsibility of the customer. At Genesys Micro, we can provide data recovery services so that all of your data and programs are preserved. Although we are unable to guarantee recovery, we will do our best to make it happen.
3. **Defective monitors and peripherals are often handled as a return shipment process.** This requires one of your staff to contact technical support, attempt to resolve the problem over the phone, and then if necessary return the defective item by insured carrier. Sometimes the shipping cost is incurred by the mail-order company, sometimes by the customer, so read your warranty carefully. Most returns require a credit card so that they will guarantee that the defective item is returned within a reasonable time, or your credit card is charge. At Genesys Micro, all components that are purchased as a complete system are covered by a full, local, on-site warranty. You are never charged for any replacements.
4. **Many problems with today's computers are not hardware related.** Computer viruses, spyware, mis-configured Windows components, defective software, unusual software conflicts, and bad Internet service, are just some of the common problems- all unrelated to your warranty. Mail-order companies will not send an on-site technician to help resolve any of these issues. Instead you will need to call your local computer technician. Because the mail-order technician that is appointed to help resolve your problem may not be familiar with your particular configuration, it may take longer for them to find the solution, so keep this in mind when you need warranty service.
5. **Mail-order companies are only familiar with the products they sell.** Other products, and especially advanced computing solutions, are the domain of the local reseller. The best resellers can help you find the best solutions to all of your computing problems. Don't expect your mail-order sales people to know any technical details or specifications- they are only qualified to make the sale, not support it. Some sales associates will be helpful, but if you need expert advice or help, seek out your local expert.

6. **Mail-order companies may not meet the manufacturer's qualifications as a reseller.** Many manufacturers certify or authorize resellers to sell and service their products, so be sure to ask the sales representative if they are qualified or authorized to resell the product. Genesys Micro works hard to obtain authorizations, sometime requiring special classes and training. We now have authorizations from over 35 companies, from anti-virus software to hardware replacement parts.
7. **Mail-order companies do not provide Credit Terms.** Mail-order requires you to use a credit card to make the purchase. At Genesys Micro we work hard with you to provide up to 30 days "same as cash" credit for highly qualified customers.

The bottom line is the level of service you require and expect from your computer reseller. If you want full, quick, on-site service, then a local reseller is the choice. The convenience of quickly calling a technician and getting service is part of the price of your computer. This is why all local resellers cannot always match the price of mail-order companies. Mail-order companies are in the business of *shipping boxes*, not selling solutions or providing customer service. Most reputable local resellers want and need your business. But before selecting a local reseller, check them out carefully. The best resellers are the ones with the best reputations. So ask for references, and ask other local businesses who service their computers. And then check with the Better Business Bureau.