



Panasonic Service Centre Europe
PANASONIC PROJECTOR PREMIUM SERVICE:
WHAT TEAM SPIRIT CAN DO FOR YOU

Hotline centre specializing in projectors

Free pick-up and return logistics service

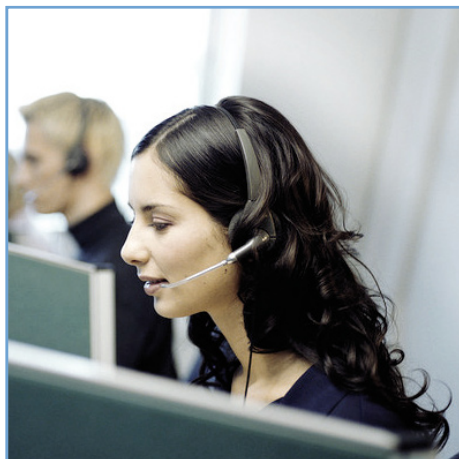
Free loan-unit service

Certified repair in only 2 days

Projector returned within 5 days of your first phone call

PANASONIC PROJECTOR PREMIUM SERVICE: COMPETENT, EFFECTIVE AND FAST

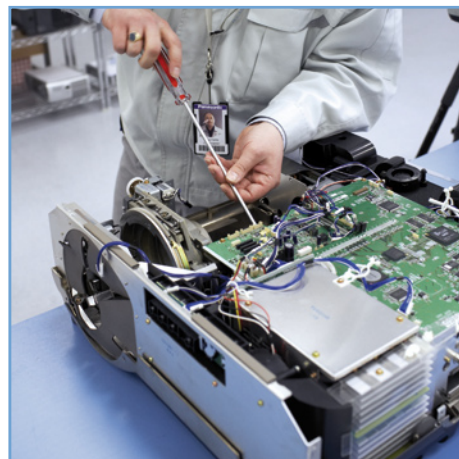
Panasonic offers its customers projectors and service from one source: we use only components we have developed ourselves in manufacturing. And to ensure that Panasonic customers enjoy the best possible after-sales service when they need it, we set up our own centralized Projector Premium Service in the autumn of 2006, offering all European users the same high-quality support. In this report we want to show you the specific benefits for you and your customers.



The hotline staff solve 90% of problems right away over the phone.



The Cardiff control centre is constantly in the picture about enquiries in Brussels via an online link.



The repair team starts working on a projector as soon as it is delivered.

Highly motivated and qualified: the team for demanding jobs



From the outset, you can sense the team spirit that is the driving force for the staff of the Panasonic Service Centre in the Welsh city of Cardiff. They are aware of their responsibility, and they do everything to make sure

Panasonic customers can rely on their projector at all times.

"The customer is not just buying a good product. He's buying an overall solution" – thus Donald Maidment, head of the Cardiff service team. "Many manufacturers sell OEM projectors from different sources. In such cases, it's hard or even impossible to perform repairs. But Panasonic relies exclusively on its own product developments, both manufacturing and repairing them itself. Thus if a unit does break down, the customer is not left alone with the problem: we offer him straightforward and rapid help", Maidment adds.

The last 6 months have shown that the Panasonic service concept works smoothly in day-to-day practice, and the following steps show you just how easily this service works for you and your customers.

Multilingual support: Our qualified hotline staff help you straight away

Many problems can be sorted out over the phone – but only if the staff have been perfectly trained to deal with the products. Thus the 9 people working at our European Panasonic projector hotline based in Brussels (for your local hotline no., see the back cover) are regularly trained on the spot by our service technicians. Another unique feature is the direct online link between the hotline and the repair centre in Cardiff: in difficult cases, the hotline agent contacts the technician. In this way, 90% of all "No fault found" cases are filtered out by the hotline.

Yuki Sakamoto, product manager of the Projector Business Unit: *"We invest a lot of time and money in qualifying our hotline staff. Experience shows that most problems can be solved easily and the projector doesn't need repairing after all. This means that the customer saves time and hassle, and for Panasonic, too, it's also an investment in the future."*

And if a more serious technical problem does occur, the European Repair Centre in Cardiff is automatically notified.

Maximum service for Panasonic customers

The Cardiff control centre coordinates the necessary logistics without delay according to precisely specified routines.



To ensure that downtime for the customer is kept to a minimum, we send him a free projector on loan by DHL courier upon request: the customer normally receives

the projector, of either the same category as his own or a higher category, the day after his call to the hotline. The same courier collects the defective projector from the customer free of charge – either when he delivers the replacement, or in the case of fixed installations, after the Panasonic dealer has dismantled it.

In good hands: Professional, tried-and-tested service routines

Once the defective projector arrives at the Cardiff repair centre, the first step is a thorough check to establish the exact cause of the problem. For this purpose, the members of the repair team have the latest technology at their disposal, as used to develop the projectors. Apart from the technical equipment, the qualifications of the team are of decisive importance.

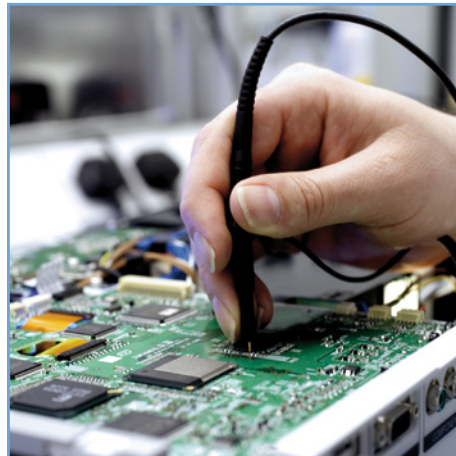


"The attitude of our staff makes the difference. There are a myriad of qualified and technically able workers available, but here we have experienced staff who are committed to the company ethos and take great pride in their work. Their utmost aims being supplying top quality and ensuring customer satisfaction."

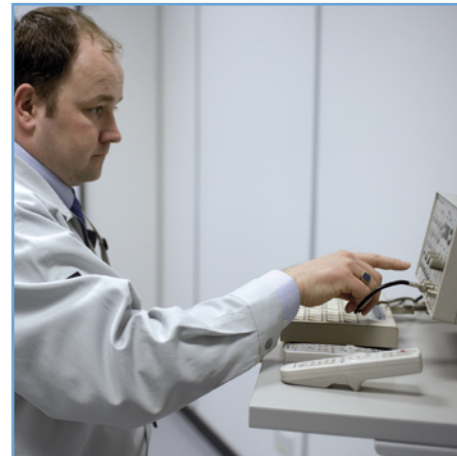
Donald Maidment
Service Manager, Projector Business Unit Europe



The faulty components are repaired using the latest technology.



Metrological tests of the repair work ensure maximum reliability.



Every projector is tested in continuous operating before it's sent back to the customer.

Every member of the team is excellently trained in his particular area, and can look back on years of practical experience.

Another major advantage is the close cooperation with the research and development section and the production facility in Japan. The people who work there have known every product since it came into being, and support the team at the repair centre. This enables the repair team to solve problems quickly and reliably. *"In concrete terms", thus Donald Maidment, "this means that in the last 6 months we were able to complete 90 % of all repair jobs within 2 days."*

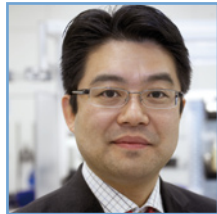
Everything on the spot: Know-how, technology and spare parts

The repair centre was designed according to the latest technological and logistics research findings. For example, all the technicians wear special antistatic clothing to ensure that there is no damage to the valuable equipment. Both the error analysis and the repair work are carried out with state-of-the-art measuring and testing devices.

The adjacent Service Spare Parts store keeps all the important parts in stock, even for projector models that haven't been on sale for 7 years. *"That's a major plus with a central repair facility", Donald Maidment says. "We don't need to wait for ages*

before a spare part arrives. We can start work immediately, and that makes us unbeatably fast."

Many repair workshops only replace complete circuit boards or components. At the repair centre in Cardiff, the top qualifications of the staff mean that they repair individual parts. This also enables us to gain important information for quality assurance in our development division.



enables us to avoid mindless work that would cause errors. Thus every technician faces new challenges daily, can demonstrate his special expertise and is fully committed to his work."

A further increase in performance is made possible by the close cooperation with the Panasonic service centres in Japan and the USA and with the R&D and manufacturing in Japan, involving a constant exchange of know-how.

Keiji Maeda, Panasonic Marketing Europe GmbH in Wiesbaden, Germany explains the concept: *"The team knows and understands our products in detail. That*

Something you can rely on: Every projector is fully tested

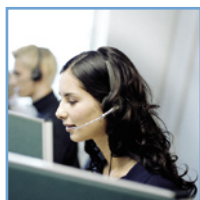
No projector leaves the repair centre before it has been thoroughly checked after the repair. Thus the repaired units are tested in continuous operation to rule out possible defects that can occur e.g. as a result of overheating. Only once all the tests have been passed with flying colours do we send the projector back to the customer. All defective components are sent to Japan to help improve our production quality. In this way, important information is available to help develop new spare parts and future projector generations.



Unbeatable teamwork: 5 days and you're all set!

As a rule, the customer gets his projector back only 5 days after his first phone call to the service hotline, regardless of where in Europe he lives. Such a quick turnaround is only possible thanks to effective cooperation in the entire team – something that the people in Cardiff are justly proud of.

PANASONIC PROJECTOR PREMIUM SERVICE: THE FACTS AT A GLANCE



THE BENEFITS FOR YOU

You only need to call the central hotline number once.

Our hotline staff have technical training and speak several languages.

90% of non faults are filtered out over the phone.

The faulty projector is collected free from the customer's premises by DHL.

A free projector can be supplied on loan.

90% of all repairs are carried out within 2 days by the repair centre, so that the customer gets his projector back within 5 days of his first call to the hotline.

The Service Spare Parts store keeps parts in stock for models up to 7 years old.

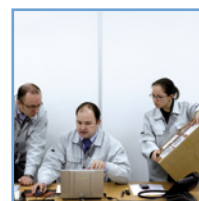
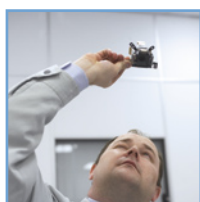
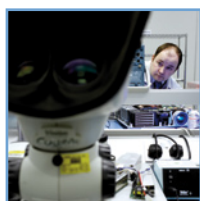
Close cooperation with the research and development section.

Before it is returned, the repaired unit is carefully checked to make sure it works in continuous operation.

The same top quality of service for all European countries.

The repaired projector is returned free of charge by DHL.

The DHL courier takes away the loaned projector at no cost to the customer.



THE DIRECT CONNECTION TO THE PROJECTOR HOTLINE

OPEN: MONDAY TO FRIDAY / 9:00-18:00 (CONTINENTAL TIME)

SPAIN	902 02 69 32
FRANCE	082 554 0059
GERMANY	01805 010447
AUSTRIA	0820 00 10 25
UNITED KINGDOM	08706 001 620
BELGIUM	070 700 175
ITALY	199 752 903
SWEDEN	0771 400 496

Panasonic

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