

Is It Worth Fixing: The Art, Science, and Economics of Repairs

A

Bammel TV Technology Services White Paper

Introduction

Thank you for taking the time to investigate your repair carefully. We appreciate your interest and hope we can repay it by presenting if we can some of the digested wisdom about repairs we've gathered, since our father Eugene E. Doba bought the company in 1980. At that time we were known as Bammel TV & CB, Inc., and in fact this is still our "official" corporate title in Texas. We are the largest and most diversified technology repair shop in Texas. We don't do many CB radios any more, but we like to think we still retain the same can-do entrepreneurial and creative spirit that animated Gene to take a big risk at age 45 and buy the business in 1980. We're always trying to improve and offer the most value and best, most professional repair experience we can to our customers.

We hope that our services will be of value to you, that your experience with our company will be favorable, and that you may learn something through our White Paper. Let's dig in.

The Economics of Repairs

"I like this gear—I know how to use it—I have an investment I'd like to protect..."

We hear this a lot from our customers. We lead with the economics issue because it's probably the first thing on your mind: is it worth fixing?

First, there are some subjective factors to consider: What does this piece of equipment mean to me? Yes, there may be newer products, with new bells and whistles; but... perhaps... *I like this gear—I know how to use it—I have an investment I'd like to protect*—so even if it is showing a little wear, it may still be well worth fixing. If Bammel TV fixes your product, we stand behind our work, and your repair is warranted at better-than- industry-standard levels: industry-standard warranty is 90 days parts, which we pass on from our parts vendors, and 30 days labor. This is industry-standard, however since we are Bammel TV, most repairs qualify automatically for our Gold Standard Service, which includes 60 days of free additional labor coverage should your product suffer a relapse or develop complications, and up to 180 days of no-charge recheck/ Courtesy Check.

In other words, while we cannot cover or protect against new and unanticipated parts failures, nor extend vendors' warranties (unless you purchase one of our Extended Warranty Coverage plans) we will do our best to ensure your experience with us is valuable.

We can define a range of customer cases, where some newer or inherently high value products might be considered "no brainer" repairs, that is, definitely worth investing in to have repaired. Other cases might be more borderline or uncertain. Here's what we can say about them:

First, *has it been repaired before?* We like to think that just about every product is worth at least one fix. In America during the Great Depression people used to say, "Use it up, wear it out, make it do or do without." Certainly in our innovative age it's fun to upgrade to new technology, but at the same time we're sure that everyone can appreciate these days the importance and desirability of taking products through their full life cycle before disposal. Recycling electronics is for all practical purposes impossible, so from an ecological standpoint we feel having that product repaired is a wise option when possible—provided repair costs don't

become excessive. How to define excessive? Well there's the rub; every situation is different, so our goal is to provide the most accurate assessment we can for our customers so they can decide what is best for their individual situation.

Bammel TV Technology Services does assess a minimum bench or diagnostic fee on all non-warranty carry-in products, and minimum travel/diagnostic fees for on-site or in-home categories. These fees vary significantly by product class, and locale; for our diagnostic rates you can submit a Quick Quote request at our Quick Quote page or by [clicking on this link](#).

We will say that if you deal with Bammel TV, you're getting the real thing. We're the Master Service Center for many manufacturers. We retain close association with both T.E.A., the Texas Electronics Association, and NESDA, the National Electronics Service Dealers Association. We're rated A+ with the Houston BBB. We have performed, by our best count, nearly 200,000 electronics repairs since Gene Doba bought the company.

We process about 3500 repair tickets yearly, as of this writing. We have about 4% of our repair tickets that come up as No Problem Found. Now, if we were unscrupulous we might have socked those customers for services that weren't necessary, that is, that they didn't even need; but we don't operate that way. That's why we say Bammel TV: The Name You Can Trust.

In general we are very successful at finalizing repairs. Our repair-success ratio for calendar year 2013 was over 80%. Of the remaining 20% about 1/3 or 6% had unavailable parts/NLA parts; about 7% needed parts that were basically "off the chart," or just way too expensive for a cost-effective repair. Only about 7% involved failed deals, that is, situations where we were not able to come to a repair deal with the customer. As we move forward, we're always working to improve these statistics even further.

Finally, we are still fixing A LOT of legacy products each year for customers! They are just fun. With the profusion of cheap product, build quality has often suffered; your product is likely of better build quality than new, cheap product being sold.

So we say: get it checked out, get it fixed, keep it going. Keep it out of the landfill. It's worth getting it checked out, because *in all likelihood, Bammel TV Tech Services can fix it.*

The Art and Science of Repairs, or Why You Should Choose Bammel TV Tech Services

Of course for products requiring true component-level master-tech work, such as audio surround sound receivers and amplifiers, projectors, and digital keyboards, there is no question: Call Bammel TV. However with the explosion of the Internet many folks will feel it is possible to perform their repair themselves. While in simpler cases such as TV lamp installations this may be possible, in more complex technical situations it is really better to Call the Professionals. Here's why:

1. Repair of electronic devices can be complicated. Not infrequently, a particular symptom's technical diagnostics are inconclusive, even to experts with decades of experience—that is, we have to try something; we have to in essence perform a controlled experiment to determine which solution will be effective. Is it cold solder connexions requiring master tech troubleshooting? Is it the main board? The Y-board? The Z-board? The T-con board? The display panel itself? Which is the optimum vendor source? We are correct in our initial diagnostic assessment in the great majority of cases, but even for us, there are many complex or ambiguous cases that will require more than one or even multiple attempts before a solution can emerge.

2. Additionally, our stats show *there is a 5-10% fail/defective rate on new replacement parts*. Only a crack team of efficient product and logistics specialists such as the staff at Bammel TV Technology Services, with our superb research capabilities, can quickly make the necessary fault determinations, get the faulty part promptly returned for credit/avoid loss, get a replacement en route, and save the patient before all hope is abandoned.

An individual attempting to procure and install a part himself thus faces a significant risk of total investment loss, of both time and money, if his repair develops complications. We recall our experience with attempted plumbing repairs at one of our residences: in the end, the project was abandoned and we ended up calling a professional, with total loss of our personal time, tool and material expenses!

Therefore in our opinion one should go with the best bet/go with the probabilities. Call the Professionals! Call Bammel TV!

Conclusion:

Thank you for taking the time to download and examine our White Paper. We hope this may answer some of your questions, and we hope to see you soon!

SPECIAL OFFER: look for a follow-up email soon, with our best available discount on your repair.

Thank you,

John Doba Vice President/CEO

