

# How to Call Tech Support

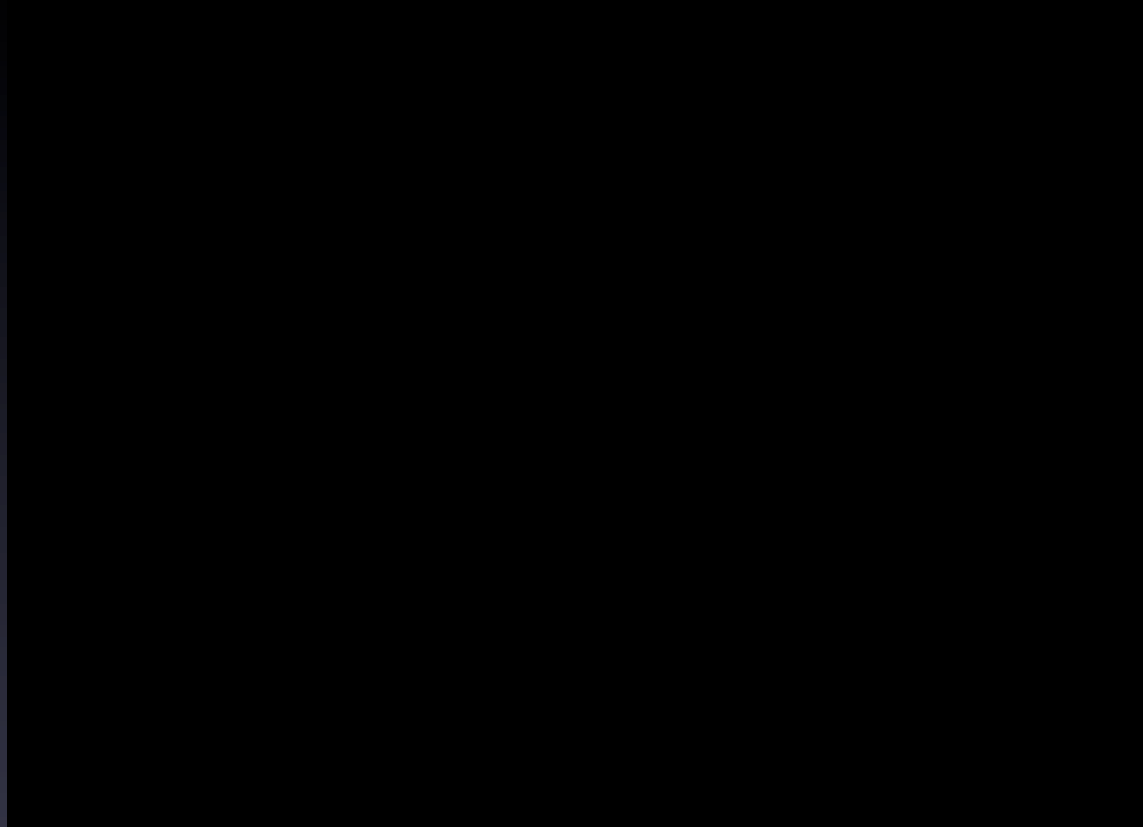
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Presenter

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Mac Beginnings

# Wes Borg video



# Please...

Hold your questions until the end

Mute your pagers  
and cell phones!

Fill-out your evaluations to be  
part of the raffle!

# Andy Espo

- Owner, Call Andy! Macintosh Consulting in Boston
- Apple Consultant Network member since 1998
- ACTC | Apple Certified Technical Coordinator
- Director, BMac Users Group

# Why are you here?

- What information do you need to have before dialing the phone...
- Suggestions for keeping a trouble log...
- Troubleshooting steps to take prior to calling...
- Discover various kinds of support available...
- Why are you calling them?
- Making the call...
- How to Win!

# Troubleshooting steps **before** you call:

- Restart the computer
- Start with extensions disabled (yes, in OS X)
- Trash Finder Preferences and the offending application's preferences
- Rebuild desktop
- Zap PRAM
- Disconnect USB and/or FireWire peripherals

# Trouble log

- Dates of hardware & software installation
- Date trouble began
- Description of problem
- Steps taken to resolve
- OS X log files

# Back-up, back-up, back-up

- Tapes, FireWire drives, CD's, DVD's, Zip Disks (only as a last resort)
- Online back-up options
  - .Mac & others
- Offsite back-up

# Fee vs. Free support

- Place of purchase
  - Usually within first 30 days only
- What is your timeframe?
- Have your credit card ready
- Free options
  - Web sites (the vendor's & others')
  - Email tech support
  - User forums
  - User groups!

# Have you checked the web?

- Manufacturer's site
- Apple KnowledgeBase
- MacCentral
- Macfixit.com
- VersionTracker.com
- Macintouch.com
- Macosxhints.com



The single  
**most** important  
question...

Can you guess?

If you said “is it still under  
warranty or free support  
period”, you’re right!

# Be prepared! Have your info ready:

- Original dated sales receipt
- AppleCare Agreement number
- Product and version calling about
  - Product serial number
- Date first support call made
- Do you have a prior case number?

# Be prepared! Have your info ready:

- What are the specific names of files involved
- Installation disks (if appropriate)
- Any accessories/files/doohickies that are needed to recreate the problem

# Be prepared! Have your info ready:

- System specs
  - OS version number
  - Physical RAM installed
  - Hard drive size & available space
  - Computer model (G5/2.0 GHz DP, AGP graphics, Titanium PB/1GHz, etc.)
  - Connected peripherals/installed cards
  - FireWire
  - USB
  - Ethernet

# Be prepared! Have your info ready:

- Are you connected to a network?
  - Hub, switch or wireless (AirPort or similar)
  - Internet connection
    - Dial-up
      - Internal or external modem
    - Cable or DSL
    - LAN
  - Are you going through a router?
    - Are you using DHCP or Static IP addressing?

# Be prepared! Have your info ready:

- History of problem
  - When did it start
  - Have you installed anything recently
    - Hardware
    - Software
  - What have you done since it started

OK... **why** are you calling?

They're (hopefully) the experts at  
solving the problem you've  
got!

# Making the call

- Have enough time to wait in the queue and speak with a tech
- State the problem clearly
- Get the tech's name
- Make sure he has your phone number (and extension) in case you get cut-off
- Get the case or trouble ticket number

# While on the call

- Be patient
- Be succinct
- Stay calm and on the point
- Use psychology
- Be respectful but firm
- Kill 'em with kindness

# While on the call

- Try not to raise your voice!
- If the tech doesn't "get it" or there's a communication breakdown, ask to be escalated
- Be prepared to (calmly) explain the problem (again)
- Ask for a direct call-back number

# While on the call

- Only talk when necessary
- Remember... a positive relationship with the vendor can be very valuable and often comes as a result of a problem.
- How you present your issue matters!

Remember...  
they can't see  
your machine!

# Relationship w/ vendor

- Keep notes!
- Name of tech spoken with and the names of any supervisor
- Date and time of all calls
- The order of whom you spoke with
- Action taken

If it doesn't go well...  
write a letter

If it goes well...  
write a letter

# Also use this approach with...

- Utility company
  - Telephone
  - Cable TV
- Credit card company
- Any service personnel
  - Contractors
  - Wait staff
- Mac consultants
- Your spouse/Significant Other

# So what have we covered?

- Keep a trouble log...
- Troubleshooting steps to take prior to calling...
- What support options are available...
- Have your information ready...
- Making the call...
- Keep track of who you talk with and what's done
- Keep your cool!
- How to Win!



# Q & A

Thank you  
for  
attending!

[www.callandy.com/seminars](http://www.callandy.com/seminars)