



The Smart Choice – MGE Factory Service Vs. Third Party Service

- Q. *What are the benefits of using MGE direct service versus a third party service company?***
A. The benefits are clear. You have access to MGE's factory advanced technology and software, trained Field Engineers (FE), 24 hour technical assistance, factory certified spare parts, and access to the factory engineers who designed the product. You also have access to field advisories and prescribed field modifications, service agreements tailored to your specific equipment, and a 24x7 Call Center to answer any questions or respond to emergencies.
- Q. *What makes an MGE field technician more qualified than a third party technician?***
A. MGE field technicians undergo a rigorous screening process before being accepted into MGE's training program. Once a qualified candidate is found, each individual is required to attend months of factory training encompassing all of MGE's product line before being certified on the equipment. Each FE then spends time in the field with senior engineers and team leaders performing hands-on, on-the-job training. In addition, all of MGE's FE's are required to spend a minimum of 120 hours per year in the classroom earning re-certification on products.
- Q. *I have found third party service companies offering their services at a lower cost than MGE. Why are some of MGE's services more expensive?***
A. MGE makes a significant investment in each of its Field Engineers in both time and money. Because of the hours required for certification on our products and the subsequent hands-on training, there is a very high cost associated with this level of training. MGE also staffs a multi-level support structure for our Field Engineers that includes Product Support Engineering, Sustaining Engineering and technicians on call 7 x 24. We also maintain a parts inventory in excess of \$4.1M to support our products and staff a state-of-the-art 7 x 24 Customer Care Center to better respond to our customer's needs. Third party service providers do not make this same investment and can offer their services at a lower cost as a result. The down side is that third party providers may not have the experience, training, knowledge or parts to adequately respond to your needs.
- Q. *How reliable is MGE service compared to a third party service company?***
A. All of MGE's FE's are provided with a comprehensive list of tools and equipment to properly maintain MGE equipment. They have been trained on the proper use and calibration of this equipment and understand the tight parameters within which our equipment must be maintained to function properly. Third party service providers may not make the capital investment in these tools and instead rely on equipment that may not have been certified to meet MGE's standard. They also may not have the training necessary to support MGE equipment or complete simple repairs.
- Q. *If MGE products are built to such high standards, why shouldn't I just go to a third party service company for routine maintenance and repairs?***
A. While all of MGE's products are built to the highest standards, unforeseen circumstances can arise that require professional service. Should an issue arise that an MGE FE cannot resolve, he has access to a Senior Field Engineer on call 24 hours a day in addition to a national field technical support network and in-house product specialists as part of the escalation program. Many third party organizations do not have this support structure at their fingertips which can leave a customer on bypass for extended periods of time.

Q. How does MGE response time differ from that of a third party service provider?

A. MGE staffs a 7 x 24 central call center with coordinators for each service region. Third party service providers will generally not carry this added expense. They will typically use an outside answering service who may not be able to provide immediate inside technical support without paging a field engineer and waiting for a call back. MGE provides inside technical specialists to answer customer calls and troubleshoot equipment problems and have the resources of in-house product engineers to support them.

Q. What is the benefit of an MGE service contract with replacement parts coverage over a lower cost third party contract?

A. MGE offers contracts that include complete coverage for replacement parts. MGE parts are all certified and come direct from the factory. Many third party providers who offer service contracts exclude replacement parts from the contracts. They are subsequently charged to the customer following a service call at a much higher price. In addition, they are most likely using second hand or after-market components which have not been tested and are potentially unreliable. You also run the risk of not having the necessary parts available when going through a third party contractor as they will typically not incur the cost of stocking factory parts. MGE staffs a 7 x 24 parts logistics department and maintains a parts inventory in excess of \$4.1M dedicated to the support of our customers.

Q. My company has offices set up across the country with units at each site. What kind of service can I expect from MGE over a third party service provider?

A. You have access to MGE's national field service organization and the support structure that goes with it. Response time is guaranteed depending on the level of contract you hold no matter where you are. Many third party providers are locally based and while they may claim to offer support in multiple areas, they may not actually have a field technician in each area. This may increase your mean time to repair. In addition, MGE has access to a global network of factory trained engineers and we can extend the same level of high quality services to you virtually anywhere in the world.

Q. How does MGE quality measure up to third party service organizations?

A. MGE maintains ISO9000 registration in our manufacturing as well as field service. This International Organization of Standard ensures that our entire operation is conducting business based on the highest possible standards set by this registration. Our factory and field service divisions are audited on a regular basis by an independent third party in order to keep this ISO registration valid. Most third party organizations simply cannot incur this cost leaving them to police their own work making them subject to quality degradation