

So what's different about MaxCare® Service?

Experience & Training.

- Canon ATSP Certified service provider 13 years
- Extensive technical training (25,000 hours & 1 million dollars past 5 years)
- Director of Service is actually certified on all models sold and maintained
- Director of Service has been servicing Canon equipment for 37 years
- Production technicians trained on digital front-end workflow applications
- Datamax-Texas President started as a technician 37 years ago with Datamax

MaxCare®, Datamax's family of next generation technology support services, takes a uniquely calculated approach to copier repair – one that leads to a **Fanatical Service™** experience. The following 7 areas illustrate what makes Datamax measurably different.

Incentives & Accountability.

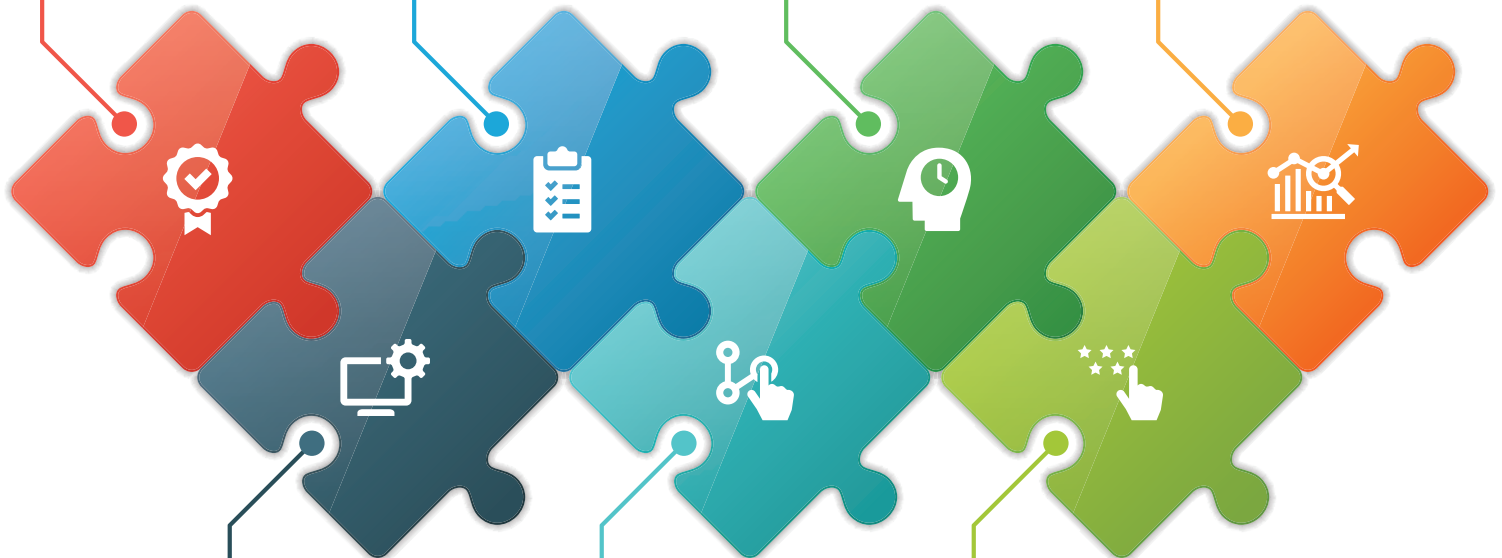
- Service technicians are incentivized for no call backs (20 business days for any reason)
- Service Managers assigned quota for post-service call inspections

Local Decision Making.

- All service/support decisions made locally
- At least 1 Service Manager is always on duty in the office overseeing service operations

Metrics & Monitoring.

- Live monitoring of key service performance indicators
- Live monitoring of service personnel current field location (assists with ETA)
- Tracking of service call resolution in addition to service call response



Tools & Support Technology.

- ImageWare Remote Monitoring of fleet to deliver proactive service
- Technicians utilize live Canon SnapShot mobile app to ensure responsive service
- FMAudit Software utilized for automatic meter reads and proactive toner replenishment
- All customers proactively emailed an ETA and picture of the responding technician

Parts & Availability.

- Extensive corporate parts inventory as well as 3 strategic parts drop sites located around the Metroplex
- OEM parts used
- Service technicians replace waste toner boxes on service call for most models

Service Process Best Practices.

- Pre-installation site surveys conducted
- All Service Guarantees in writing and included in ImageCare Maintenance Agreement
- Customer surveys sent after calls completed
- Net Promoter Score® service evaluation format