

# THE ELECTRONIC SERVICE CENTRES ASSOCIATION

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- \* Are you a Manufacturer Authorised Service Centre?
  - \* Are you looking for an association that represents your interests?
  - \* The only industry body exclusively representing the interests of Authorised Service Centres.
  - \* Established in 1998 by service centre owners with concern for the future of their industry.
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- \* ESCA represents over 30 major service centres throughout Australia.
  - \* The Electronic Service Centres' Association (ESCA) was formed to represent the interests of the large number of (often small) independently owned Authorised Service Centres (ASCs) throughout Australia.
  - \* These independent ASCs provide warranty service on behalf of the various manufacturers and importers. Home electronics is rapidly changing industry, now more than ever ASCs need a voice within the industry, ESCA is filling that need.
  - \* ESCA was formed in 1998, following a meeting of ASC operators concerned at the direction the industry was taking. There were already a number of organisations catering for the general service industry, but it was recognised that there were many problems unique to ASCs and an organisation to represent their interests was needed.
  - \* ESCA membership now covers all states, and is continually expanding. We are not primarily about increasing warranty service rates; we understand consumer pressure has reduced retail prices and driven down manufacturers' margins. We are however, about increasing overall efficiencies within our industry, we seek a fair rate for our services and for the investment in our businesses and the cost of keeping up with new technology.
  - \* Home electronics products have become cheaper and more difficult to service, service centres need to become more efficient to survive. We seek to work in partnership with manufacturers to reduce wasteful and time consuming practices, improve manufacturer support for their products and improve the overall 'service experience' offered to customers. As well a body dedicated toward the specific needs of ASCs is well placed to liaise with statutory bodies such as Workcover and speak with one voice on matters such as OH&S issues.
  - \* The continually changing range of products being presented to ASCs for repair necessitates continual updating and training of staff. Some manufactures offer regular training on new products, while others rarely ever offer training. ESCA seeks to ensure all manufacturers