

No Longer Available is No Longer Acceptable

CoreCentric Solutions is excited to attend the 2016 PSOC Convention. This will be the first time that CCS has attended this event and we are looking forward to meeting everyone. This gives us an opportunity to talk to our customers about what happens when they have electronic controls that are NLA and give them a better understanding how CCS can help them fix more appliance, increase profits, and create loyal customers. I'm sure we will see some old friends and while we are there make some new ones.



Stop by our booth and we can show you how CoreCentric Solutions can help with electronic controls that are NLA (No Longer Available).

Here are a few reasons why electronic controls go NLA faster and the life of a product is shorter than in years past:

- Products are a lot more complicated technologically than what they used to be.
 - *That 40 year old refrigerator that we all used to have and seemed to last forever only had a compressor, an overload and relay, and a thermostat. A lot of them didn't even have a light in them!*
- Increasing government requirements to improve the energy efficiency of products.
 - *Which by the way has made a big difference. A 22 cu. ft. refrigerator "today" running 365 days per year uses less energy than leaving a 40 watt light bulb on for the same period of time.*
- Shorter product life cycles and new product models and platforms being introduced.
 - *The technology in electronic controls is moving so fast that the manufacturers of those parts are constantly changing their product lines to build new components and are no longer making the old ones.*
 - *This forces the appliance manufacturers to make lifetime buys on these older controls and try to predict what the life of the product will be and the service that might be needed on that product during that time period.*
- Probably the biggest reason the manufacturers have trouble predicting how many controls to purchase when they make their "lifetime buy" has been the consumer's appetite for new technology.
 - *With new homes being built with main floor laundry and open kitchen designs, appliances are no longer hidden away in the basement or in a kitchen that was "just that room behind the door". Not too many consumers would be happy with 20 year old appliances sitting in their new open design kitchen.*



With that being said, consumers still want their products to last longer than 7 or 8 years, so when you run into an appliance with an electronic control that is NLA, make sure you are giving your customer the option of having it repaired. Remember, they called for service to fix their appliance not to hear “I can’t fix it”. Just collecting trip charges will not pay the bills and will not create happy and loyal customers.

If you haven’t already done so, please make sure you contact me to get signed up for our Independent Service Providers website.

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