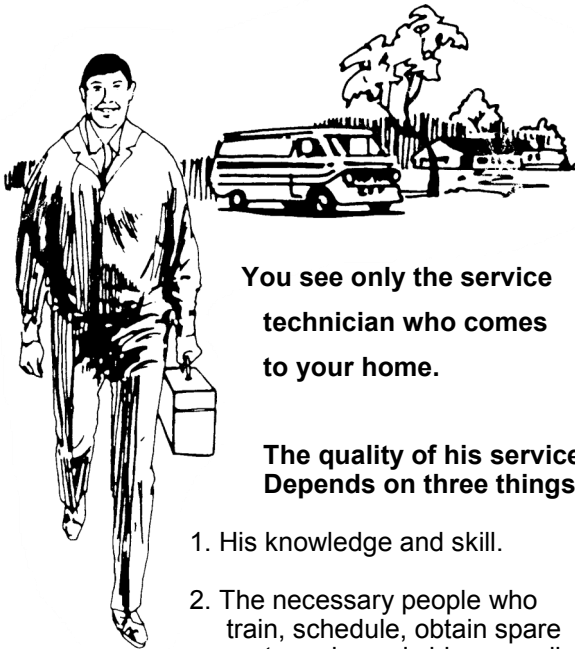


## Good service doesn't just happen

Operating a dependable service business requires organisation, competent management and a substantial capital investment.

When you're satisfied with the service but question the bill remember...



**You see only the service technician who comes to your home.**

**The quality of his service Depends on three things...**

1. His knowledge and skill.
2. The necessary people who train, schedule, obtain spare parts and supply him as well as telephone operator, training specialists, warehouse men, parts personnel, clerks and administrators.
3. His company's sizable investment in shops and warehouse facilities, trucks equipment, tools and replacement parts.



**Ideal Air**

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# FACTS

## ABOUT SERVICE COSTS



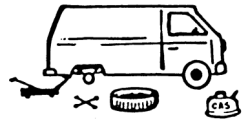
**When that professional service technician knocks on your door, many cost have already been incurred just to get him there, ready to do the job.**





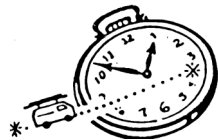
Specialised training so we can do the job quickly and save you money.

Periodic lecture courses and refreshers to find out all about the new models and electronics.



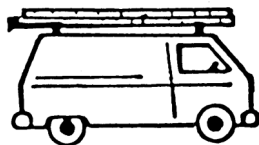
Truck maintenance and operation— fuel, oil, tyres, etc.

Test Equipment



Travel time to your home.

Trucks (equipment, etc.) including replacement costs.



Tools capital costs and replacement.

Warehouse, shop and office rent.



Stock of replacement parts as well as ordering, shelving and a write off for obsolescence.

## Don't judge service charges solely by the time the service technician spends in your home.

The time it takes a doctor to make a diagnosis and prescribe a remedy would not be possible without his many years of training, his continuing studies to keep abreast of latest medical discoveries and his expense of maintaining an adequately equipped and staffed place of business. You pay for his knowledge and skill plus a share of his cost of doing business — not for the few minutes he spends with you.

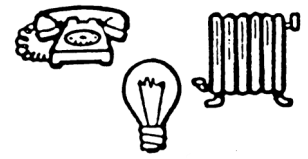
Similarly the charge for providing competent service in your home cannot be determined solely but the time it takes the service technician to make the repairs.

A qualified service organisation's costs begin with the salary of the professional service technician who provides the service. This amount is the same whether the service technician is actually making repairs in customers' homes, travelling to keep appointments or participating in training programs to sharpen his skills. What's more, since a service technician typically spends less than half his time in customers' homes, his company's cost for each hour in your home is considerably greater than the service technician's hourly wage.

Then, the cost of service co-ordinators, telephone operators, parts personnel, training instructors, facilities and equipment is added—costs that can amount to substantially more than the technician's earnings.

All things considered, the total cost to a service organisation —except for the technician's time on the job— could be about the same for a simple job of replacing a fuse as it is for a difficult job.

Light, Heat, Phone.



Service management — administration.

Office equipment, capital cost and maintenance.



Business expenses—legal, accountancy, advertising, etc. Government licences and bank fees.

Employee benefits  
- Superannuation  
- Leave loading  
- Public Holidays



Office staff and service co-ordinators.

Stationary, office supplies and postage.



Taxes — income/property

Insurance — trucks, public liability, fire, theft, etc.

