

Point-by-point comparison

Customer Value Form

Nextech enjoys the free market and competition. We know that no service provider is set up to deliver what we call *Best Service Value*™. When comparing Nextech and other service providers on price and delivered service we are confident when the facts are known, Nextech will be proven the best opportunity. If there are points of comparison items that should be added to the list below, space has been provided.

Comparison Points:

	Other Co.	Nextech	Value Impact (detailed explanation)
Planned Maintenance Rate (\$)	\$ _____ <input type="checkbox"/>	\$ _____ <input type="checkbox"/>	_____
Repair Service Rate (\$)	\$ _____ <input type="checkbox"/>	\$ _____ <input type="checkbox"/>	_____
Change-out Rate (\$)	\$ _____ <input type="checkbox"/>	\$ _____ <input type="checkbox"/>	_____
Skill of Lead Technician (Level)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Skill of Assigned Technician (Level)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Skill of Assigned Team (Level)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Authority with Customer (Who)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Task-Based Service (Y/N)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Tasking Source	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Time-Based Service (Y/N)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Time-Based Estimate (Y/N)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Uptime Sensitive (Y/N)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Annual Agreement Price (\$)	\$ _____ <input type="checkbox"/>	\$ _____ <input type="checkbox"/>	_____
Real-time Satisfaction Index (Y/N)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Customer Tech Impact (Y/N)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Overhead Cost Impact	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
Culture Type (BTKE or ECKE)	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
_____	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
_____	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
_____	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
_____	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____
_____	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____

↑ Select either Nextech or Other Co. for best value. ↑

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Comparison Points Descriptions:

Planned Maintenance Rate (\$) – It is important to get written commitment from each service provider as to the actual rate used for estimating the labor on a planned maintenance agreement. Take this rate and compare it with the skill levels being used to perform the planned maintenance. Also take into consideration the other labor rates being used for repairs and change-outs to come up with an overall value of labor costs.

Repair Service Rate (\$) – Also get written commitment from each service provider as to the actual rate that will be charged extra for component repair and replacement labor. Again look at the comparative rates and see what level of technician will be used for repairs and replacements. Also take into consideration the other labor rates being used for planned maintenance and change-outs to come up with an overall value of labor costs.

Change-out Rate (\$) – As equipment ages, there will be a need to replace the entire unit, not just repair or replace the components. Get a written commitment from each service provider as to their actual rates used for changing out equipment. Also take into consideration the other labor rates being used for planned maintenance and repairs to come up with an overall value of labor costs.

Skill of Lead Technician (Level) – Every technician at Nextech works under the tutelage of a Lead Technician. Lead Technicians are tops in their market at doing what they do. Lead Technicians at Nextech are always journeymen both in their skill with hvac equipment and their customers. Nextech attracts the best of these rare people and puts them in a position to benefit both their assigned customers and technicians. Lead technicians select and hire their team of technicians.

Skill of Assigned Technician (Level) – Each customer is assigned both a primary technician and a four-person backup team. The skill of the assigned technician is matched to the technical difficulty of the customer's equipment. At Nextech, we assign a technician that is capable of performing all of the base mechanical service. Other specialty techs, such as control techs, vibration specialists, etc., are called in as needed and directed by the assigned technician.

Skill of Assigned Team (Level) – The skill of the team is such to provide backup support when needed by the assigned technician. Since the entire team is measured on customer satisfaction for all customers the team works with, there is ample motivation to provide seamless and effective backup when it is needed.

Authority with Customer (Who) – When you need a proposal to correct a problem found during a planned maintenance or emergency call, your assigned technician and his/her entire team has the authority to research the problem, find solutions and provide them to you for your review and approval. There are no sales people or managers to slow down this process. The technician has the knowledge and tools as well as the responsibility and authority to act on Nextech's behalf in providing you immediate and correct solutions.

Task-Based Service (Y/N) – Definition of the exact service being provided is not only essential when it comes to customers comparing apples to apples, but it is important to the assigned technician and his support team to know exactly what they and the customer have agreed on when it comes to scope of work. But the source of the tasks is critical as well. See below.

Tasking Source – The founders of Nextech were pioneers of tasking in the early 90s and continue to be. Many of the companies around the country and locally received their advanced training and tools from Nextech's founders. What is the best source for tasking? Is it manufacturers? No! Manufacturers have never been a good source even though many service providers often say their tasking comes from manufacturer recommended guidelines. Such service information rarely exists and when it does, it is too vague and general to provide technicians and customers with a thorough strategy and tasking procedure for service. Is it office people, sales people and service managers? No! These people are too far removed from the mechanical room to effectively set up or upgrade tasking strategies. The best sources for tasking are the very technicians who will be held accountable by their customer's satisfaction and company's well being. And tasking is not static in its use at Nextech. Nextech technicians will dynamically improve them through what Nextech calls *ServiceEngineering™* in order that the tasking effectiveness be adjusted and made more productive as technicians gain experience with each customer's equipment.

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Comparison Points Descriptions *continued*:

Time-Based Service (Y/N) – Tasking is almost worthless unless it has time allocations that give the technician a realistic opportunity to actually get the work done. And time allocations are almost worthless unless technicians are involved in making the time correct for the work to be performed. Most companies, if they have time allocations at all, get them from management or sales or someone else far removed from the day-to-day operations. And since technicians have the ultimate responsibility of satisfying customers and in the end have their annual rating and pay adjustment impacted by this satisfaction rating, Nextech technicians have both the knowledge and motivation to develop effective and accurate time allocations.

Time-Based Estimate (Y/N) – Once you have time allocations for tasking, you have what you need to estimate fairly and accurately. Estimates of financial resources are fed by the very time allocations that come directly from the tasking. This means you pay exactly what you should for whatever tasking has been committed under a service agreement.

Uptime Sensitive (Y/N) – Any service provider can provide you cheap service if they are not sensitive to keeping equipment up and running. Whether a customer selects to spend more or less on planned maintenance, the assigned technicians must be naturally inclined to keeping equipment running. Being *Uptime Sensitive™* means that when a customer spends relatively little on planned maintenance, the technician has to be so skilled as to use sensory skills to literally “smell out” problems. Don’t laugh at this proposition. If a tech has the right skill levels, a person who knows the sights and sounds of a system that is working correctly or incorrectly, you have one of the most productive tools available today. If your service provider has placed a relative new comer to do the job of a soundly developed professional, then the inexperience will not be a factor in keeping uptime to a maximum. Uptime sensitivity is a company-wide culture at Nextech that starts on the job site and goes throughout the entire organization.

Annual Agreement Price (\$) – Yes, price is important. In the end, it is one of the most tangible means for determining which program provides best service value. It, along with service deliverables determines the best opportunity. When comparing price, it is wise to see the hourly rate for planned maintenance (see above) to roughly estimate how many hours of planned maintenance are being applied. Looking at the skill levels being applied and how the technician team is formed will also need to be factored in with price.

Real-time Satisfaction Index (Y/N) – If there is no different impact on a tech who has happy and comfortable customers versus one who has sweaty and frustrated customers, then there is no direct motivation for technicians to satisfy customers. And if a service provider waits until the very end of the year to find out if a customer is happy or not, it’s too late to correct the problem and save both the customer’s comfort and business. At Nextech, real-time satisfaction ratings come every time the technician services the account. At the end of each service call, customer and tech discuss the service call and the customer rates the call either as a success or not. There is even a place on each work order to give the technician a thumbs up or thumbs down. Because of this real time rating system, the technician will know at anytime through out the year where he/she stands with the customer. This provides the opportunity for the technician to adjust the service approach, as necessary, to make sure customers have an overall positive experience.

Customer Tech Impact (Y/N) – The real question is this – who has impact on the technician more – the customer of the assigned tech or the manager/leader of the technician? Nextech puts the customer into the position of impacting their technician’s performance rating each year. The technicians who collectively score the highest satisfaction ratings from their customers, have the most positive impact on their annual rating and pay each year. So in reality the technician works for the customer, not the company.

Overhead Cost Impact – Customers need to know how each service provider spends each one of their precious dollars. Once the money is sent to the service provider, how much of it actually ends up going back into the equipment being serviced versus how much gets stuck in office overhead. Nextech is a pioneer in building a low-overhead, *High Yield HVACR Service™* organization while providing the same or higher deliverable to their customers. Most if not all other service providers are high-overhead, low yield organizations. This does not mean that these types of companies or the people that work for them are bad in anyway. Never the less, they are however wasteful of their customer’s dollars.

Culture Type (BTKE or ECKE) – Understanding both the founding and continuing culture in a company is important. Is it a traditional “bosses think they know everything” (BTKE) organization where the power and knowledge is literally stuck at the top. Or is it an organization where “employees collectively know everything” (ECKE), where employees are empowered to use their knowledge, skills, care and integrity to take proper care of their customers, with support from the top when and where needed.