

## Comprehensive technology services for a leading specialty retailer.



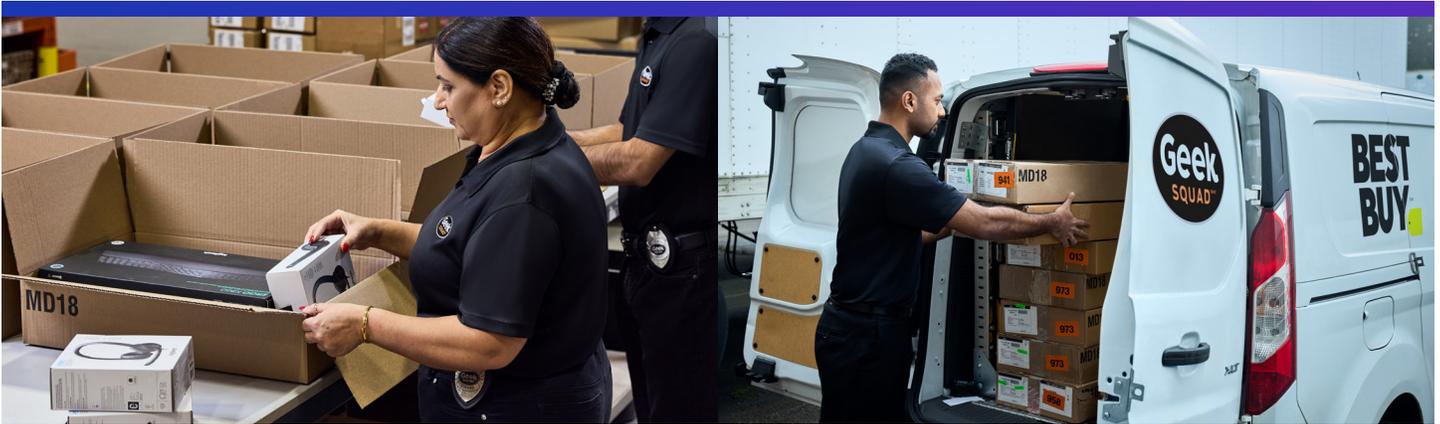
### The Client

Leveraging Best Buy® Professional Services, we supported 132 retail locations, including depot, help desk and field services— minimizing downtime and streamlining technology project support.

### The Challenge

Technology services should be seamless and scalable. Before working with Best Buy Business, the retailer outsourced their technology services through two providers, often failing to follow up on service requests and relaying inaccurate reporting, thus adding additional complexity to their tech needs. This retailer needed a single partner dedicated to adhering to the service level agreements with timely servicing to scale alongside their growing nationwide footprint.

*“The [Agents] were lovely. I really appreciate their patience and understanding of our systems.”*



**The Solution**

Piloting our streamlined support approach in the fall of 2024 across 132 retail stores in Minnesota and Pennsylvania, Best Buy Business and the client have partnered to simplify the complex.

From technology picking, packaging and shipping operations to on-site preventative and break-fix services, our end-to-end approach alleviates some of that workload so our client can focus on what truly matters to their business: serving their customers.

**Preventative Maintenance**

System downtime costs more than just repairs; it costs potential store sales. A singular register POS system can affect the entire location, eliminating sales until the issue is resolved. Moreover, ignoring cable management can cause problems with the POS system, printers and pin pads.

Health check maintenance proactively identifies and addresses potential issues to minimize the chance of faulty equipment, thus reducing the risk of downtime. Our Geek Squad® Agents visited 132 locations nationwide, assessing the condition of equipment and escalating known or potential issues with our Best Buy Business support teams for timely, expert solutions.

**Ongoing Technology Support**

Time is of the essence, especially when technology downtime can affect sales. During our pilot with the client, Geek Squad field services Agents repaired or replaced technology big and small, minimizing downtime and disruption on an ongoing basis. From repairing POS systems, GemScopes, PCs, cash drawers, digital signage and price checkers to replacing iPads, keyboards, cables, pin pads and mice, our agents provided comprehensive device support for all technology.

A scalable nationwide footprint ensures reliable support in one or multiple locations. With advanced IT and installation skills, our Agents provided ongoing support to help identify issues, created tickets for escalated support, ordered needed parts and scheduled revisits to repair or replace identified issues.

**Depot services**

Depot services —picking, pre-configuration, packing and shipping—reduce the strain on our client’s internal teams, freeing their time to work on more strategic efforts.

Geek Squad City ensured our client received streamlined and flexible logistics, with the devices ready to use straight out of the box or prepared to be professionally installed by our Geek Squad Agents at one or multiple locations.

Geek Squad City is truly just that—a city. With over 240,000 square feet, we provided our client with a dedicated caged inventory space, plus an integrated asset management system, so the client can directly identify which items need reordering and quickly place orders for fast service. This streamlined experience ensured the client had what they needed, whether iPads, pin pads, or POS systems, at the right time and place.

**Ongoing relationship:**

Within the fall of 2024, our client experienced improvements at all locations, receiving health checks and ongoing technology support. With a 4.97 out of 5-star rating, our Geek Squad Agents provided high customer satisfaction, with one store employee citing that our Agents provided “great above and beyond with service and information.”

We look forward to streamlining complex, nationwide services for this client and enabling them to scale their continued success as we extend the partnership to more locations nationwide.

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