

# Reliable retail device support.

Leveraging Geek Squad® Agents, we piloted retail device support at nearly 1,000 of our Best Buy® store locations nationwide.



From quick laptop repairs to seamless appliance installations, Geek Squad® garnered a trusted reputation for transforming consumer technology support. When it comes to business technology, Geek Squad delivers the same level of excellence and reliability.

Today, retailers across the country rely on Geek Squad experts to scale their device support—starting with a pilot across nearly 1,000 Best Buy® stores.

## The Challenge

Best Buy, like many national retailers, has a large store footprint. Retail stores rely heavily on the smooth operation of technology, making uninterrupted operation of retail devices essential for providing a positive in-store experience for customers.

Unfortunately, our initial approach of outsourcing retail device support to external partners led to significant frustrations. These partners frequently failed to meet service level agreements and often neglected to send someone onsite to address pressing device issues. As a result, we realized that we needed a more dependable solution: Geek Squad.

*Agents guarantee onsite service within 48 hours, meeting a 97% success rate.*



**The Solution**

Recruiting our very own Geek Squad® Agents, we confidently implemented a program and training to adapt our robust technology capabilities to retail device support.

Retail device support, or RDS for short, was created to reduce technology downtime by utilizing nationwide Geek Squad Agents to service retail devices proactively and professionally.

**Seamless field technology services**

Geek Squad Agents provide essential repair services for Best Buy® retail stores—no matter the location. With a strong presence nationwide, these Agents handle everything from installation to device repairs, ensuring consistent and efficient support.

Adhering to a reliable two-day service level agreement, Agents guarantee onsite service within 48 hours, meeting a 97% success rate for resolving issues promptly within this timeframe.

**Device repair and replacement**

Initially focusing our efforts on retail device repair and orders, Geek Squad Agents serviced POS system upgrades and repairs such as:

- **Full register replacement:** Replacing the entire point-of-sale system, including the hardware, screen, receipt printer, bar code scanner, cash drawer and software.
- **Solid state drive (SSD) replacement:** Replacing the SSD of a point-of-sale system to boost performance and reduce the risk of downtime.
- **Uninterruptible power supply (UPS) replacements:** Replacing UPS every three to five years for uninterrupted device use.
- **Electronic label battery replacement:** Keeping labels powered to seamlessly display up-to-date pricing and promotions.

- **PIN pad upgrades:** Updating PIN pads to deliver a more efficient checkout experience.
- **Wireless access point installation:** Enabling fast, reliable Wi-Fi coverage throughout the store.
- **Hardware refreshes:** Modernizing hardware such as computers and laptops to suit store needs.
- **Lexmark printer replacements:** Ensuring the hardware supports modern systems and formats.

For devices in need of replacement, Geek Squad Agents acquire devices through purchase orders directly placed with vendors, ensuring a streamlined and efficient procurement process.

**Device recycling and decommissioning**

As the nation's largest retail recycler of used electronics and appliances, Geek Squad City makes it easy for retail stores to safely and responsibly dispose of old tech.

Adhering to the highest industry standards for the reuse, refurbishment and recycling of products, Geek Squad City Agents are certified in HIPAA, Personal Customer Information and Customer Data Privacy and securely handle sensitive data before recycling.

**Ongoing relationship:**

Consistently meeting the two-day service level agreement, Geek Squad field services ensure a seamless integration with store operations and reduced downtime during repairs.

Best Buy continues to expand this initiative, incorporating additional scope as the project evolves. Due to its pilot success, Geek Squad Professional Services has expanded to serve external retailers, such as a successful relationship with a national diamond jewelry retailer.

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