



**CERTIFIED
ELECTRONICS
SERVICE CENTER**

PROGRAM
APPLICATION AND REQUIREMENTS

CESC Program Application Documents

What is the Certified Electronics Service Center Program?

The Certified Electronics Service Center program is designed as a tool to aid consumers in recognizing quality service centers, to help electronics product makers and extended warranty administrators in selecting approved agents for in-warranty or out-of-warranty services, and to provide a standard for professional service firms that desire to offer outstanding customer service.

What's Required?

The Certified Electronics Service Center program is open to all electronic and service, repair and installation companies located within the United States who are also members of NESDA in good standing.

Eligibility

To be eligible for the Certified Electronics Service Center program, a service center agrees to adhere to the requirements that have been developed by the NESDA CESC Committee. These requirements cover facility service ability; code of conduct; test equipment and tools; customer service and warranty policies; management ability; technician certifications, licensing, insurance, background screening for outside technicians for CESC+, and professional appearance of workers and the business.

How To Apply

Application Form and Fee

Application

To apply for the Certified Electronics Service Center program simply submit this application form and a small application fee to the National Electronics Service Dealers Association (NESDA).

Fee

The one-year [non-refundable] application fee for a single service business: \$300.00
NESDA Membership Discount - 250.00

Fee with NESDA Membership	\$50.00
ISCET Membership Discount	-45.00
Fee with NESDA and ISCET Membership	\$5.00

Non-Approved Applications

Applications that do not meet the minimum requirements will be returned to the applicant. During the next three months after disapproval the business may seek to meet any

remaining requirements that caused the application to be denied, by submitting additional materials. After three months from the date of the original application, if the application has still not been approved, the business will be asked to submit a new application.

Renewal Period

Service Centers may renew their certification credentials by supplying the renewal fee of \$50 and updated requirements information up to 30 days prior to the expiration date to NESDA. A grace period of 30 days after expiration may be granted to allow time to verify and process a renewal application.

Application Form

Company Name
Street Address
City/State/Zip
Phone/Fax
Email
Website
Contact
Job Title

Multi-Location Information

If your company has additional locations that are included in this application – You will need to include the contact information, and pictures of the building, lobby and parking for these locations.

ADDITIONAL LOCATION INFORMATION

Company Name
Street Address
City/State/Zip
Phone/Fax

Email
Website
Contact
Job Title

REQUIREMENT AFFIDAVITS

Please read each requirement statement and follow the corresponding instructions.

Requirement 1: Repair Facility

Each Certified Electronics Service Center is asked to have a storefront or other fixed, permanent and professional place of business suitable to the nature of the business and that complies with all applicable zoning laws. Exceptions to the visible repair facility requirement will be reviewed by the Certification Approval Committee.

► INSTRUCTIONS: Attach film or computer printer photographs or a videotape that shows: (a) storefront, (b) store lobby or reception area, (c) service vehicle, and (d) primary customer parking area.

Storefront

Store Lobby or
Reception Area

Service Vehicle

Primary Customer
Parking Area

I certify that our location complies with all applicable zoning laws.

Signature

Date Signed

Requirement 2: Adherence to Code of Conduct

Each Certified Service Center shall agree to abide by the established code of ethics.

► **INSTRUCTIONS: Read the following code of ethics and sign the statement of agreement at the bottom of the page.**

The Code of Ethics

- I will conduct my individual business in a manner to insure the good will and confidence of the public whom I serve.
- I will not participate in any false or misleading advertising.
- I will maintain adequate equipment and qualified personnel in order to perform quality service to the public and the trade for fair, equitable and nondiscriminatory charges.
- I will not perform, or cause to be performed, any act which would tend to reflect adversely on our industry, fellow members, competitors or manufacturers.
- I will comply both in spirit and letter with rules and regulations prescribed by the law and by government agencies for the health, safety and well-being of my employees and the public.
I will maintain liability and financial responsibility in order to uphold the guarantee for all work undertaken.
- I will represent manufacturers in an honest and intelligent manner to create an atmosphere of mutual trust and understanding and to best serve our combined interests.
- I will offer clean, attractive, and inviting facilities as well as courteous and competent personnel.
Accurate statements or invoices will be rendered to the customers and a comprehensive record of all work will be kept. I will strive to assure that my prices are understood and easily available.
- All complaints will be promptly and courteously handled.
- The property of all customers will be carefully handled and adequate insurance will be carried to protect this property while in my custody.
- I will seek always to improve myself, to increase my efficiency, and to better my services.
- I will perform only such work as is needed and authorized by the customer, and all parts will be new and first quality unless otherwise specified.
- I will strive to continually improve the image and reputation of the industry by practicing good and enlightened public relations in the community, and to keep the community adequately informed of the functions and services of my firm and the industry.
- I will participate loyally in the industry's growth and progress through the activities and public interest efforts of the association.

We agree to abide by the CESC Code of Ethics outlined above.

Signature

Date Signed

Requirement 3: Industry Approved Equipment

Each Certified Electronics Service Center shall have and maintain in good repair the industry approved minimum test equipment for each product category for which they are certified.

Test Equipment

Please refer to the CEA Recommended *Test Equipment Reference List* for required minimum test equipment for Consumer Electronics.

► INSTRUCTIONS: (1) Attach a list of your required test equipment for each product category. (2) Complete the certification statement below.

I certify that we have the industry-approved test equipment for the following product categories (circle those that apply). Please include the model number for test equipment that may be valued at more than \$500.

I certify that we have and will maintain the required test equipment.

Signature

Date Signed

Requirement 4: Customer Service Program

Each Certified Electronics Service Center agrees to have a written customer service program that includes a customer communication and customer relations process. The written policy should:

- Outline the procedures used to inform customers of the following: (a) estimates, (b) revised estimates, (c) parts to be ordered, (d) parts on backorder, (e) completion of repair, (f) service delays and (g) field service appointments.
- Describe the methods used to gather information from the customer regarding the perceived quality of service received.
- Describe how this information is then used to improve the level of service provided to the customer.
- Include copies of surveys, charts and reports that are utilized for this purpose.
- Explain the process used to resolve a customer complaint -- including a list of each step of that process, the person responsible for that step and the required time frame for action.
- Be posted for customer inspection.

If your business does not yet have a written Customer Service Program, contact the NESDA office. We will supply you with a typical approvable policy and examples that you can adapt for your business.

► INSTRUCTIONS: (1) Attach a copy of your customer service policy. Be sure it covers each of the bullet points above. (2) Sign the certification statement below.

I certify that our customer service program is followed as described.

Signature Date

Signed

Requirement 5: Technical Certification

At least 25% of all technicians and technical workers employed by each CESC applicant must be certified by a recognized national certification provider. Upon renewal, 25% or more of technicians employed by each CESC must have journeyman level certifications.

ISCET has entry-level (associate) certification programs. Other certification provider programs will be considered by the CESC Certification Oversight Committee on a case-by-case basis.

Approved Associate and Journeyman Level Certifications

Associate (CET) (May be renewed with required number of Continuing Education Units - CEU)	ISCET
Certified Electronics Technician (CET)	ISCET
Multimedia Systems Technician (MST)	ISCET

► INSTRUCTIONS: (1) Attach a listing of the certification ID numbers of the certified technicians employed by your company. Please include the name(s) of the organization(s) through which your technicians are certified. (2) Sign certification statement below.

How many total technicians do you currently employ? _____

What percentage of those total technicians are certified? _____

I certify that our company complies with all technical certification requirements outlined above.

Signature

Date Signed

Requirement 6: Service Manager and Customer Service Representative Certifications

Each Certified Electronics Service Center shall employ at least one manager who has passed the Certified Service Manager exam, the equivalent approved management training courses, or holds a two-year associate business degree (or higher).

Approved Service Manager Certifications

Certified Service Manager (CSM) – NESDA

2 year Associate Business Degree or Higher

Approved Customer Service Representative Certifications

Customer Service Representative (CSR) - NESDA

► INSTRUCTIONS: (1) List the name of the manager who have has passed an approved Certified Service Manager examination or approved management training course (as outlined above). (2) List the name of the Customer Service Representative (CSR) who has passed an approved CSR examination. Include the certification ID numbers. (3) Sign the certification statement below.

Name of Manager (CSM): _____

Name of Customer Service Representative (CSR): _____

I certify that our company complies with the service manager certification requirements outlined above.

Signature
Requirement 7: Licensing Requirements

Date Signed

Each Certified Electronics Service Center shall comply with all federal, state and local business licensing and zoning laws.

► **INSTRUCTIONS: Please read and sign the certification statement below.**

I certify that our company complies with all federal, state, and local licensing laws.

Signature

Date Signed

Requirement 8: Insurance Coverage

Each Electronics Certified Service Center agrees to maintain insurance coverage for business liability and customer merchandise.

► **INSTRUCTIONS: Attach a copy of the cover sheet of your current insurance which shows the effective dates and coverage. Read and sign the certification statement below.**

I certify that our company maintains and will continue to maintain the insurance coverage specified above.

Signature

Date Signed

Requirement 9: Service Warranty

Each Certified Electronics Service Center shall provide a reasonable warranty on labor performed and on parts replaced from the date the product was returned to the customer. Each service center shall post warranty policy and comply with local, state, and federal warranty laws.

If your business does not yet have a written service warranty, contact the NESDA association headquarters. We will supply you with a typical approvable policy and examples that you can adapt for your business. The fee for these is nominal.

► INSTRUCTIONS: Attach a photocopy of your company warranty.

I certify that the attached document is an actual copy of our actual company warranty.

Signature

Date Signed

Requirement 10: Professional Appearance

Each Certified Electronics Service Center shall:

- display prominent signage on the outside of the building that clearly identifies the business and meets all applicable codes
- maintain a neat, clean and professional appearance
- maintain a written dress code for the employees that greet the public including employees that assist the customer in person and those that assist the customer in the field. The dress code should include a statement describing the image that the employee should project, a statement that describes any required elements of dress, appearance and grooming, and a statement that describes any prohibited elements of dress, appearance and grooming.

If your business does not yet have a written Dress Code Policy, contact the NESDA association headquarters. We will supply you with a typical approvable policy and examples that you can adapt for your business. The fee for these is nominal.

► INSTRUCTIONS: (1) Attach a copy of the company dress code and sign the certification statement below.

I certify that our company abides by the dress code attached

Signature

Date Signed

► Proceed to Requirement 11 if you wish to apply for CESC+ otherwise your application is complete.

Be sure to make a copy of your application for your records.

This application is submitted for the sole purpose of attaining CESC certification. All information contained herein will be considered during the approval process and held in the strictest confidence by NESDA. During the course of the approval process, further information may be requested by NESDA from the applying institution.

Requirement 11: Outside Technician Background Screening

► **INSTRUCTIONS: (1) Attach copies of background screening certificates and sign the certification statement below.**

Two NESDA Corporate Members provide discounted background screening programs for NESDA members:

The Buying Group - See www.nesda.com/benefits.html

PlusOne Solution - See <http://www.plusonesolutions.net/>

I certify that our technicians who enter customer's homes from our company have undergone background screening. .

Signature

Date Signed