



MOTOROLA

ECSD CUSTOMER SERVICE POLICY

DCS 1800 StarTac (clam)

MOTOROLA CONFIDENTIAL PROPRIETY

Document Approval ECSD European Customer Services Mgr	Date

ECSD Customer Service Policy

Purpose:

This document specifies the Customer Service requirements to provide after sales support for the DCS StarTac product.

Model Type:

TBC

Responsibility:

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SECTION 1.0 - PRODUCT OVERVIEW

The DCS StarTac is a high tier product offering market leadership in terms of size, weight and features. The product will initially be positioned as a premium product targeted at the aspirational market segment. The DCS StarTac will have a similar form factor to the GSM variant, utilising the GSM housing supporting both 17 key formats for Co-branded product (Orange, Eplus, Bouygues) and the 19 key format for Motorola versions.

The key product features include:

- * Smallest and lightest phone on the market.
- * The first telephone in the Wearable category.
- * Easy to use Personality MMI, enhanced for large display.
- * Full feature set.
- * Vibra Call (built in)
- * Full size, retractable SIM card.
- * Wide range of accessories included in package.

The product will be distributed through the principal European DCS Operator channels, namely Eplus, One2One, Orange and Bouygues.

SECTION 2.0 - SERVICE POLICY

2.1 Warranty:

Product will be sold with the standard 12 months warranty terms and conditions.

Accidental damage misuse, retailers extended warranties will not be supported under warranty. Non warranty repairs will be available at agreed fixed repair prices.

Proof of purchase will be required to validate all warranty claims. Nb. Customer have the option to purchase additional warranty.

2.2 Out Of Box Failure Policy:

The standard OBF criteria will apply. Early life failures to be returned to Manufacturing for root cause analysis, to guard against epidemic criteria. Manufacturing to bear the costs of early life failure.

2.3 Motorola branded product will be supported under a Low tier DCS Loaner programme. or alternative low cost service strategy. (To be agreed with European Customer Service Manager). The product may be serviced by appointed Motorola Service Hubs (level 2/3) and the Motorola HTC (level 4) at the discretion of the regional service managers.

2.4 Customer support (End user) will be available through dedicated Call Centres and In Country Help desks.

SECTION 3.0 - SERVICE REQUIRMENTS

- 3.1 Technical Training:
The GSM StarTac training will address this requirement.
- 3.2 Documentation:
Level 2 Service Documentation will be required to include:
Product Overview
DCS 1800 basic principles of operation
Technical Specifications
Testing and Phasing
Test Mode Features
Product Assembly / Disassembly
Level 2 Troubleshooting
Service Parts Lists
- 3.3 Service Parts:
A dedicated service parts list and prices (level 2) will be provided, in line with product launch. To be included in level 2 service manual. Service Transceiver and PCBs will be required to support field service.
- 3.4 Test Equipment and Tools:
Engineering to define a recommended list of unique service tools and test equipment,

SECTION 4.0 - DISTRIBUTION OVERVIEW

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4.1 Estimated launch date = Dec 96
Estimated launch volumes

4.2	Dec	2.5k
	Jan97	2.5k
	Feb	2.8k
	Mar	2.8k
	Apr	2.8k
	May	2.8k
	Jun-Aug	9.2k
	Sep-Nov	9.2k

		34.6k

SECTION 5.0 -QUALITY REPORTING, METRICS

5.1 Field Return Rate:
The 1996 Projected Field Return Rates = TBA (Based on Engineering ALT Results)

5.2 Field product performance to be monitored using EPPRS system.
Monthly repair data can then be provided to Engineering which includes:

- *% field return rate,
- * paynter chart (failure by month of manufacture
- * Repair Analysis
- * Component Analysis (Top 10 Component failurers)

5.3 Field Returns Improvement Plan:
20% year on year (Q4-Q4) reduction on the number of field returns.

END.

