

Second Quarter Commitment To Excellence Awards Announced

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Viewable by Apple-Authorized Service Providers/Self-Servicing Accounts

Congratulations to the Apple Authorized Service Provider (AASP) ship-to locations in Canada and the United States that have earned the Commitment To Excellence program recognition for Apple's second quarter (Q2) of 2009.

The Commitment To Excellence award program seeks to recognize AASPs on a quarterly basis for their accomplishments in the AppleCare Service Excellence (ACSE) program. An award plaque or plate is mailed out quarterly to each eligible ship-to location that has met the Commitment To Excellence program award criteria.

For Apple's second fiscal quarter of 2009, 16 ship-to locations in the U.S. met the Commitment To Excellence award criteria for the first time. A perpetual award plaque will be mailed to the 16 new award recipients in May 2009. One hundred seventy-nine (179) ship-to locations that previously received a plaque in 2008/2009 continued to meet the award criteria and will be receiving a Q2 2009 plate. Congratulations to all our award recipients!

Again, congratulations and thank you for all your hard work in providing outstanding customer service and support!

**Commitment
To
Excellence**

Service Award Recipients



United States

First-time award winners

UNIVERSITY OF ARIZONA – TUCSON
APPALACHIAN STATE UNIVERSITY – BOONE
THE PLACE – BOWLING GREEN
THE MACSHACK – FORT COLLINS
TECHWISE COMPUTERS LLC – WAUKESHA
TECH ADVANCED COMPUTERS – PENSACOLA
PROMAC COMPUTERS INC – OKLAHOMA CITY
MIKES TECH SHOP – NEW YORK
MACTLC – SAN ANTONIO
MACMALL – SANTA MONICA
MACDOCS – AMERICAN FORK
MAC RX INC – SARASOTA
IT WORX INC – GREENSBORO
G2 COMPUTERS LLC – WASHINGTON CROSSING
CONTRACT COMPUTER SERVICES – EAST FALMOUTH
COMPU MAC – WANTAGH

Canada

Consecutive quarter winners

United States

Consecutive quarter winners

ACCURATE TECHNOLOGIES LTD – WILLOWDALE
 ADVANCE TECHNICAL SERVICE – WINNIPEG
 BEAMECHO – TORONTO
 CALDRAFT (1977) LTD – EDMONTON
 CAMPUS TECHSHOP – WATERLOO
 CANADIAN COMPUTER OUTLET – OAKVILLE
 CARBON COMPUTING – KITCHENER
 CARBON COMPUTING – OTTAWA
 CARBON COMPUTING – TORONTO
 CLICKON MAC SOLUTIONS – TORONTO
 DURHAM COLLEGE AND UOIT – OSHAWA
 LE MAC URBAIN – LONGUEUIL
 MAC 911 INC – MONTREAL
 MAC CLINIC INC – MONTREAL
 MAC COMPUTING – MONTREAL
 MAC EAST – DARTMOUTH
 MAC OUTPOST – ST CATHERINES
 MAC STATION TECHNOLOGIES – VANCOUVER
 MACHELPER – WINNIPEG
 MAINLY MAC – MARKHAM
 MICRO-BOUTIQUE INC. – SHERBROOKE
 MYMACDEALER – CALGARY
 NORTH STAR DIGITAL SYSTEMS – BARRIE
 RESTART COMPUTER INC – VICTORIA
 SIMPLY COMPUTING – VANCOUVER
 SIMPLY COMPUTING – KAMLOOPS
 SYNERGENICS – GUELPH
 SYNERGY SMC – SAINT LAURENT
 THE MAC CLINIC – OTTAWA
 WESTWORLD COMPUTERS LTD – CALGARY
 WESTWORLD COMPUTERS LTD – EDMONTON
 WESTWORLD COMPUTERS LTD – VANCOUVER
 WRIGHT DIGITAL – TORONTO
 BALL STATE UNIVERSITY – MUNCIE
 BELL INDUSTRIES INC., BROWARD DEPOT – FT LAUDERDALE
 BLUERIDGEMAC – HARRISONBURG
 BROWN COMPUTER SOLUTIONS – BRATTLEBORO
 BUNDY COMPUTER COMPANY – PHILADELPHIA
 CAPITAL BUSINESS MACHINES – EUREKA
 CAPITOL MACINTOSH – LANSING
 CAPITOLMAC – RICHMOND
 CHARLOTTE STREET COMPUTERS – ARDEN
 CHARLOTTE STREET COMPUTERS INC – ASHEVILLE
 CHESAPEAKE SYSTEMS INC – BALTIMORE
 CLICKAWAY – SANTA CRUZ
 COMPLETE TABLET SOLUTIONS – AUSTIN
 COMPU PRO SERVICES – SAN JOSE
 COMPUCRAFT INC – GRAND RAPIDS
 COMPUTECH SUPPORT SERVICES INC – LOS ANGELES
 COMPUTER DIMENSIONS – BEAUMONT
 COMPUTER GRAPHICS AND NETWORKING – LOS ANGELES
 COMPUTER HARDWARE INC – BENNINGTON
 COMPUTER HARDWARE INC – LINCOLN
 COMPUTER SOLUTIONS – SAINT LOUIS
 COMPUTER TECHNOLOGY SOLUTIONS – MANKATO
 COMPUTER VILLAGE – CORAL GABLES
 COMPUTER VILLAGE – RAPID CITY
 COMPUTER VILLAGE INC – BILLINGS
 COMPUTERCARE – PALO ALTO
 COMPUZONE – AUSTIN
 CONNECTING POINT – NORTH CANTON
 CONNECTING POINT COMPUTER CENTER – BLOOMINGTON
 CONNECTING POINT COMPUTER CENTER – MELBOURNE
 CONNECTING POINT COMPUTERS – STATE COLLEGE
 COREMAC – ROCHESTER
 CORNELL UNIVERSITY – ITHACA
 CORNICE – UPLAND
 CRYWOLF – SAN DIEGO
 DAVES COMPUTER SERVICES – SANTA CRUZ
 DAY TECH SERVICES – FAYETTEVILLE
 DAYSTAR TECHNOLOGY – CAYCE
 DAYSTAR TECHNOLOGY – SUWANEE
 DI NO COMPUTERS INC – PASADENA
 DIGITAL SOCIETY COMPUTER – NEW YORK
 DOUBLE CLICK COMPUTERS – BETHLEHEM
 EXPERCOM – LOGAN
 EXPERCOM – SALT LAKE CITY
 FIRST TECH COMPUTER – MINNEAPOLIS
 GORHAM MICRO – SACO
 GRAVITY SYSTEMS INC – BERNARDSVILLE
 HANCOCK CONSULTING INC – BATON ROUGE
 HAPPYMAC – WAUSAU
 HEARTLAND TECHNOLOGY SOLUTIONS – AMES
 ICON COMPUTERS – CLEARWATER
 INTOSH COMPUTING SERVICES – WESTLAKE VILLAGE
 JESSI GROUP INC – VICTOR
 LA COMPUTER COMPANY – ANAHEIM
 MAC BUSINESS SOLUTIONS – GAITHERSBURG
 MAC BUSINESS SYSTEMS – TALLAHASSEE
 MAC CLINIC SEDONA – SEDONA
 MAC EXCHANGE – DOVER
 MAC FUSION – SIGNAL HILL
 MAC MADE EASY – KAILUA
 MAC OUTLET INC – DENVER
 MAC SERVICE EXPERTS – PHOENIX
 MAC SHACK – ROCHESTER
 MAC SOLUTIONS PLUS INC – WEST SENECA
 MACADVANTAGE INC – MEMPHIS

MACAUTHORITY – FRANKLIN
MACAUTHORITY – LOUISVILLE
MACEDGE – NASHUA
MACEXPERTS OF CALIFORNIA – VENICE
MACFORCE – PORTLAND
MACHAUS OF FAIRBANKS – FAIRBANKS
MACHAUS OF WASILLA – WASILLA
MACHEAVEN – CHANTILLY
MACLIFE – BOISE
MACMAN INC – ALTOONA
MACMECHANIC – SANTA BARBARA
MACMEDIA INC – PEORIA
MACMEDIA INC – SCOTTSDALE
MACMEDIC – OAKLAND
MACMEDIC – SAN FRANCISCO
MACMEDICS – MILLERSVILLE
MACNET COMPUTER CENTER – KAHULUI
MACOUTFITTERS – DOYLESTOWN
MACPROFESSIONALS INC – NOVA
MACSPECIALIST – VILLA PARK
MACSUPERSTORE – COLORADO SPRINGS
MACSUPERSTORE – SAN LUIS OBISPO
MACTALK INC – WOODLAND HILLS
MACTECH SOLUTIONS – WICHITA FALLS
MACUPGRADES – BETHESDA
MAD MACS – PITTSFIELD
MARIN MAC SHOP – SAN RAFAEL
MCMOBILE INC – DREXEL HILL
MEGABYTE COMPUTER CENTER – FAYETTEVILLE
MICRO TECHNOLOGY GROUPE – BRISTOL
MIKEYS HOOK UP – BROOKLYN
NABIHS INC – EVANSTON
OKLAHOMA CHRISTIAN UNIVERSITY – EDMOND
OLIVA AUDIO VISUAL REPAIR – MILFORD
PEACHMAC – ATHENS
PEACHMAC – EVANS
PERRY COMPUTER SERVICES – HOMEWOOD
POWER MAC PAC – PORTLAND
POWERMAX – LAKE OSWEGO
QUAD STAR DIGITAL – BROADVIEW HEIGHTS
RAYS CONNECTING POINT – CLEARWATER
RE-MAC COMPUTERS INC – SCOTTSDALE
RIVER CITY SOLUTIONS – KANSAS CITY
SIMPLY MACINTOSH – ARCATA
SIMPLYMAC – COLORADO SPRINGS
SIMPLYMAC – COTTONWOOD HEIGHTS
SIMPLYMAC – OREM
SIMUTEK – TUCSON
SMALL DOG ELECTRONICS – BURLINGTON
SPRINGBOARD MEDIA – PHILADELPHIA
STEVENS COMPUTER SERVICE – BOZEMAN
SUNRISE COMPUTERS – CHAMBERSBURG
TBI COMPUTER LLC – WESTPORT
TD CURRAN INC – BELLINGHAM
TEAM NETWORKS – CASPER
TEAM TECHNOLOGY – WOODBURY
TECH PLUS – CHARLESTON
TECH SUPERPOWERS INC – BOSTON
TECHNOLOGY ASSOCIATES INC – IOWA CITY
TECHNOLOGY ASSOCIATES INC – MARION
TECHNOLOGY REVEALED LLC – MILFORD
TEKSERVE CORPORATION – NEW YORK
TENPLUS SYSTEMS – RALEIGH
THE ALASKA MACSTORE – ANCHORAGE

THE COMPUTER LAB INC – NEW LONDON
THE COMPUTER LOFT – ALLSTON
THE COMPUTER SHOPPE – METAIRIE
THE LEARNING CENTER LTD – ANN ARBOR
THE MAC AND PC WORKSHOP INC – CHERRY HILL
THE MAC GUYS – COSTA MESA
THE MAC GUYS – LA CROSSE
THE MAC RANCH LLC – STEAMBOAT SPRINGS
THE MACSHACK INC – BOULDER
THE PORTLAND MAC STORE – PORTLAND
TRADEWIND SYSTEMS INC – LIBERAL
UC BERKELEY – BERKELEY
UNITEK COMPUTER INC – ENCINO
UNIV OF COLORADO–BOULDER – BOULDER
UNIVERSITY OF TEXAS AT AUSTIN – AUSTIN
VISUAL DYNAMICS INC – INDIAN HARBOUR BEACH
YES COMPUTERS – NORTHAMPTON

Award Criteria

To be eligible for the award, consumer AASPs with a minimum weekly repair volume of five (5) ACSE eligible repairs must maintain an average ACSE multiplier of 160 percent. Higher education AASPs must maintain an average ACSE multiplier of 160 percent with a minimum weekly repair volume of four (4) ACSE eligible repairs. Eligibility is based on each individual ship-to location.*

AppleCare recommends that the detailed ACSE program information available via AppleCare Service Source be reviewed. The information includes FAQs, job aids and webcasts that describe the ACSE program and provide insight into best practices for achieving high-scoring metrics. Implementing best practices now may earn you a Commitment To Excellence award in the future.

Please take the time to review the ACSE Reporting Podcast within GSX.

SPM Update

Please be aware of a recent addition to the Service Program Manual concerning customer email addresses. AASPs are required to ask for a customer's email address when creating a repair in GSX, not only to have an additional form of communication to inform the customer of their repair status, but also to provide Apple with the opportunity to evaluate and improve the repair experience. For further information about obtaining email information, see Section 4.5.1 of the Service Program Manual and the service procedure Customer Satisfaction Survey FAQ. For more information about AppleCare's Customer Satisfaction Survey Questions and procedures, see the service procedure Customer Survey Questions About Repair Experience.

** AppleCare, at its sole discretion, reserves the right to determine award eligibility. Apple reserves the right to revoke the award and may take appropriate actions including, but not limited to, deauthorization if an AASP is found not in compliance with terms and conditions of the AASP Agreement and Service Program Manual. Eligibility criteria may vary by country. If you have questions concerning award program eligibility, contact U.S. Field Services via email at usfieldservice@apple.com.*