



United Electronics Group

White  
Paper

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United Electronics Group effectively serves the consumer electronics industry with quality practices and ethical standards. UEG continues to increase its reputation as an entity capable of sustaining additional high-profile B2B clients.

*An overview of  
UEG for the  
consumer  
electronics  
repair industry*

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# United Electronics Group

## 1 INTRODUCTION

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United Electronics Group (UEG) has served the consumer electronics industry since 1969. A local repair shop acquired by 3 Chicago-area executives in 2009 led UEG to undergo several transformations over the course of the last five years alone.

UEG is positioned to solidify additional key accounts. The company has emerged as a nationwide leader in the consumer electronics repair category, especially by building upon the groundwork established by United Camera since 1969. See how UEG is equipped to develop and maintain additional nationwide strategic accounts.

UEGs consistent A+ Better Business Bureau rating is an earned distinction that keeps us a step ahead of the competition. UEG ethics in the marketplace, accurate representations of our business and high levels of customer satisfaction position us at the highest level within the BBB.

## 2 HISTORY

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The biggest businesses started from the humblest beginnings. UEG is far from the exception.

A sole entrepreneur, Frank Sciacca was a young man with a vision in the 1960s, when black and white film was the norm. In 1969, Sciacca took a bold step. He transformed his passion for camera repair into a fledgling, one-man repair shop that he coined United Camera.



Sciacca remained true to his passion for 30 years. He was local and offered his services to the Chicagoland community. Sciacca grew his business into a team of dedicated repair technicians, who fixed everything from popular Nikon lenses to Kodak film cameras. Binocular repair was a rare service, but Sciacca made sure his customers knew it was available; hence the complete name, United Camera & Binocular Repair, LLC. Digital cameras eventually catapulted into the worlds of amateurs and professionals alike in the 1990s. Sciacca started fixing those, too, well into the 2000s.



In the late 2000s, the Sciacca family turned over the keys to the business to a new ownership.

### 3 ACQUISITION

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In May 2009, United Camera was acquired by 3 corporate executives whose professional background experiences include sales, management and M & A. CDW, the information technology solutions giant from where the new leadership acquired their expertise, provided significant insight into the world of electronics and business strategies. Their combined experience in business made the decision to acquire United Camera an intuitive one.



To help facilitate sales and advertising initiatives, the website [www.unitedcamera.com](http://www.unitedcamera.com) was launched during the same year. Designed to attract both B2B customers as well as B2C customers, the website showcases the extensive range of repair services offered. Details include individual descriptions of each repair service offered, estimated costs plus outlines of symptoms that indicate necessary repairs. UEG also adapted to a new customer base, reaching out to a nationwide audience.

Along with the acquisition came a new business moniker, United Electronics Group. The revamped designation better reflects the expanse of consumer electronics repair services offered. Aside from cameras and binoculars, UEG expanded to include tablet repair, smartphone repair, MP3 repair and Mac repair. In addition to depot repair, UEG launched services geared toward OEM, retailers, and B2B, including Advanced Exchange, Asset Recover & Recycling, Returns Management, Liquidation and Consumer Direct Sales, Trade In and Repair.

United Camera & Binoculars, LLC, was and is still a legal entity in use to this day in conjunction with UEG. The company launched [www.unitedelectronicsgroup.com](http://www.unitedelectronicsgroup.com) to showcase UEG initiatives.

## 4 CATEGORY TRANSITION

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United Camera originally focused on camera, lens and binocular repair. However, in 2012, the company reconfigured to include these additional repair categories:

- tablet repair
- Mac repair
- smartphone repair
- MP3 repair

<b>U.S. CONSUMER ELECTRONICS HOUSEHOLD PENETRATION FORECAST</b>				
	<b>2013e</b>	<b>2014p</b>	<b>2015p</b>	<b>2016p</b>
<b>Camcorders</b>	38%	43%	45%	46%
<b>Digital Cameras</b>	73	75	76	76
<b>Smartphones</b>	58	63	67	76
<b>Tablets</b>	39	48	54	58

Source: CEA Market Research

The new UEG leadership saw profitable advantages to expanding their original business model to incorporate the development of recent technology. Both film and instant, once popular decades ago, gave way to the advent of recent technological advances, including smartphones and tablets.

The additional repair categories (tablet, smartphone, gaming, Mac and MP3) require further investment in parts but offer a greater yield in overall profits. This is accomplished through maintaining a well-regulated parts inventory.

## 5 INDUSTRY-LEADING TURNAROUND TIMES

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As an industry leader, a part of UEG's success is ensuring a 24-48 hour repair time with most categories.

UEG has the unique capacity to service significant quantities of repairs in short periods of time. The company's proficiency is due in large part to a dedicated team of over one hundred factory-trained repair technicians, an extensive, in-house parts inventory and well-managed supplier relationships.



As a result, UEG has taken steps to ensure repairs are handled quickly and efficiently and parts are either ordered or salvaged from our working parts inventory. Customers' nonworking devices are shipped back to them functional and ready for use immediately.

Our current B2B customers remain loyal to UEG, specifically because our company delivers on time, every time. UEG customers recognize our commitment to quality workmanship and our drive to keep our customers satisfied.

We recognize our customers put their trust in UEG. We are committed to ensuring every customer, no matter whether it's a large corporation or an individual consumer, receives complete satisfaction.

## 6 CHALLENGES & PROMPT RESOLUTIONS

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In every sustained effort, challenges arise, especially when 150,000 devices came through UEG doors last year alone. UEG resolves each and every problem by implementing the most ethical standards.

### **UEG achieved the ISO 9001:2008 certification**

*ISO 9001 certification is recognized worldwide as a mark of excellence in consistently providing high-quality products and services.*

UEG's ISO processes allow product to flow seamlessly through the repair and refurbishment process. Our repair techniques ensure industry leading quality with extremely low rework rates.

Communication with UEG customers is one of the pillars of customer satisfaction we follow. We notify our customers by their preferred method of contact about every aspect involved in their repair process from start to finish.

## 7 HIGH-QUALITY CUSTOMER SERVICE

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UEG's customer service team is dedicated to providing quality service to each customer who contacts us through our five various means of communication:

- phone
- email
- fax
- in person
- live chat



UEG makes sure every customer has a means of contacting our service personnel. Our U.S.-based call center hours are incredibly flexible, allowing customers from coast to coast the opportunity to communicate with a live agent.

The customer service personnel at UEG have team goals they strive to meet on a monthly basis. They undergo hours of training to keep up to date on the most relevant customer service practices in the industry.

The UEG lobby is staffed with friendly and knowledgeable customer service team members who understand the administrative aspect of the repair process from start to finish.

As a result of training, experience and knowledge of UEG's repair practices, the UEG customer service team is well equipped to handle all customers with the utmost professionalism.

## 8 EFFECTIVE DISTRIBUTION & SHIPPING CHANNELS

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UEG's distribution and shipping center is replete with effective systems designed to track every order from receipt to return delivery. When a device is shipped to our warehouse, it is

1. sorted by our shipping team
2. processed and entered into our database
3. assigned to a repair technician
4. repaired
5. updated with repair notes
6. given a full quality check
7. invoiced and prepared for return shipment
8. uploaded to our database with tracking information

Each of these steps of the device's progress is duly noted in our ERP database. Our integrated ERP has proven to be an asset, serving as a dependable tool to keep detailed records of each of the 150,000+ units that came through UEG doors last year.



Another aspect of the UEG shipping department is our packaging capabilities. Every unit that UEG services is packed in a sturdy shipping box designed to securely house each device type. Customized packaging and collateral are also available.

UEG's shipping practices ensure that devices will not sustain damage due to a result of our packaging and handling; we take steps to safeguard our shipping practices so they are at industry standards or better.

UEG's logistics allows customized shipping programs to meet each unique need.

## 9 PERTINENT CORE COMPETENCIES

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### DEPOT REPAIR AND REFURBISHMENT

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UEG works with the nation's largest manufacturers, retailers and extended warranty administrators. Our company delivers high-quality, "same unit" repair and refurbishment for a wide range of consumer electronics, including computers, smartphones, MP3s, tablets, cameras, lenses, gaming devices and camcorders.

UEG technicians service both in-warranty and out-of-warranty units. Our large inventory of replacement parts achieves optimum yields. UEGs Depot Repair and Refurbishment program is equipped to clean, repair, grade and kit large volumes of product.

UEG prepares refurbishment projects and ships them directly to retailers for resale; our Asset Management team also efficiently handles sales for customers.

UEG programs are customizable to fit the majority of business models. UEGs goal is to lower our clients' costs and increase customer loyalty.

### CALL CENTER SERVICES

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UEG utilizes advanced call center technology and best-in-class agents to deliver technical support and customer service. At our U.S.-based call center we are an extension of our clients' organizations. Our clients leverage the UEG customer service team through our phone system, which allows the UEG call center staff to

- answer calls on customers' behalf
- track call volumes and
- provide reporting

Customizable call center reporting is available to ensure quality and stay in touch with key metrics. Our team provides technical support, warranty validation, order status and support services to uphold our clients' reputation.

## ADVANCED EXCHANGE

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UEGs Advanced Exchange program ensures that a supply of replacement products are available for same-day shipment. We utilize our extensive repair and refurbishment capabilities to bring nonfunctioning equipment back to manufacturer specifications. Customers follow the progress of their products through our state-of-the-art tracking system.

Our Hot Swap Spares program, an offshoot of Advanced Exchange, is ideal for large commercial or government clients. Industries like insurance, real estate and companies with large, widely-distributed sales forces that require a ready supply of preconfigured equipment benefit. Products are shipped out immediately to client locations. UEG also arranges to pick up broken units, refurbish them and return them to our client spares inventory.

## CONSUMER DIRECT SALES, TRADE IN AND REPAIR

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Consumers can log onto any UEG repair site, including United Camera, United Tablet Repair, United Mac Repair, United Smartphone Repair and United MP3 Repair, and receive instant repair pricing on consumer electronics, from cameras to tablets, MP3s, smartphones and computers to gaming consoles.

UEGs consumer direct sales also include our eBay and Amazon stores, which sell refurbished consumer electronics and new/used accessories.

## LIQUIDATION/WHOLESALE

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Buyers have the option to purchase surplus inventory from UEGs wholesale community. As a national, well-connected repair facility, UEGs contracts with the country's largest manufacturers ensure we offer the most competitive prices on the market.

## ASSET RECOVERY AND RECYCLING

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UEGs Asset Recovery and Recycling program accepts devices from large distribution facilities or individual end users. Our specialized team of experts assess and grade the goods to determine the path that will yield the best return. Possible avenues for goods include refurbishment and sale through our numerous channels in the U.S. or abroad. It also includes the harvest and sale of working components. Our multiple options ensure the shortest possible time from product return to cash. UEGs Asset Recovery and Recycling program also includes revenue sharing and bulk purchases.

UEG is committed to the responsible disposal of all electronic waste. Product components that lack a secondary market resale value are recycled by licensed facilities that meet all local and federal regulations.

## RETURNS MANAGEMENT

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Return goods are processed through our returns certification warehouse and triaged. Units with cosmetic or functional defects are assessed to yield maximum dollars and avoid low-return, as-is sales in the liquidation market. UEG also handles specialized projects, like product recalls and those requiring environmentally sensitive disposal. Our IT team builds customized tracking and reporting that blend seamlessly into client ERP system ensuring up-to-the minute details on product location, status, yields and return.

## 10 RIGOROUS SECURITY & IT AGILITY

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UEG is aware of the importance of effective security measures. We employ security procedures both externally and internally to safeguard all devices and networks at all phases:

- physical security
- system security
- network security
- wireless networking
- backup and recovery
- software & data integrity
- Eprom destruction and secure recycling



### IT AGILITY

As a customer-focused enterprise, UEG takes steps to mitigate technology complications with the businesses that employ our services. Our information technology personnel integrate customer preferred programs to accept electronic dispatches and authorizations. We also communicate updates for each device in service and reporting. UEG is committed to creating an environment of convenience and ease for the companies that trust their business with us.

## 11 EXPANSION

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As UEG experienced steady growth over the past 5 years, the partnership recognized the need to increase its staff and resources to accommodate the growing needs of the business.



UEG hired an additional 45 repair technicians in late 2013 as the volume of repairs increased. The new technical school recruits are well-trained and experienced in recent technology, such as tablet, smartphone and MP3 repairs.

In 2014, UEG opened a second location at 1114 Tower Lane, Bensenville, IL. The additional location allows the company to double its capacity for service and house additional parts inventory.

UEG is projected to grow substantially over the next 5 years. Anticipated sales are expected to double as our newly-added categories and services yield greater profits; and, new partnerships will be formed as we continue our efforts to create a strong network of potential partners.

## 12 CONCLUSION

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UEG has evolved to become an industry leader. We've earned the trust and business of key clients, and we are hard at work every day to sustain those relationships.

UEG continues to win the esteem of new businesses and, simultaneously, retain the loyalty of several strategic customers through 4 key performance indicators:

- quality workmanship
- quick turnaround time
- cost to service and
- open communication channels

We build upon our excellent reputation earned through dedication to the industry, practical merits, technical expertise and a sound business model that continues to evolve.

The UEG motto is to give our customers *a better repair experience*. By fulfilling our objective, we have gained the confidence of countless customers, from multimillion-dollar entities to individual consumers.

