



Consumer Electronics Products Rating

What is the best Television brand on the Market?

As primarily an authorized service center, we are often asked to recommend a specific television brand to buy. Our recommendations are normally based on our experience working with the manufacturer's customer service, warranty administration, technical support and the retailer. TB Electronics provides warranty service for most major consumer electronics manufacturers. We touch close to 90% of all consumer grade television models and home entertainment systems. We are uniquely qualified to make recommendations based on our experience and the data we collected over the past 3 years. Although our ranking system is based on real customer data, this was not a statistically designed study.

Based on our data and daily interactions with the television manufacturers, the retailers and the consumers, we developed a system to rate each television brand based on 5 categories. These categories are as follow:

- ✓ **Purchase Price**- This category is based on the lowest average purchase price customers paid for their television. In order to work on a television under manufacturing warranty, we are required to get proof of purchase from the customer. This is normally the receipt, which shows the purchase price and the date of purchase. Our price comparison is based on 3 different sizes television for each manufacturer. We chose to compare the prices of 26 inch LCD, 42 inch LCD/Plasma and 50 inch LCD/Plasma. For each manufacturer, we pull the data for 3-5 televisions in each size group. We calculated the average price for each size for every manufacturer that we service. We then ranked the brand based on the lowest average cost for each size group.
- ✓ **Customer Service/Support**- This category is based on our experience with the number of knowledgeable, friendly people available to help the customer and to help the service center complete the service call. LG, Sony and Panasonic are excellent. They have many knowledgeable technical and non-technical people ready help the customer or the service center to resolve the issues.
- ✓ **Product Quality**- This is based on the reliability of the product. All brands have reliability issues; no television will last forever. Some may last 20 yrs while other may come out of the box DOA (dead on arrival). This category is based on our knowledge of the Mean Time Between Failure (MTBF) for each unit we service. We define MTBF has the number of days from the purchase date (on the receipt) to the service request date. We calculated the average MTBF for each brand to determine the product quality ranking. The manufacturer product quality was then ranked according to their MTBF score.



- ✓ **Spare Parts availability**- Part availability and part cost are the key factors to determine if your unit will be fixed, exchanged or refunded and also how long you will be without your prize television. This ranking is based on the number of models for each brand where one or more part is NLA (no longer available) or on factory backorder for more than 2 months. The top manufacturers have spare parts for most models. If they cannot get the part(s) within 30 days, you will most likely get a new television. For the lower ranked manufacturers, most of their models have at least one part NLA or on back-order.

- ✓ **Manufacturer Responsiveness**—This is how quick the manufacturers attempt to resolve the customer problem. We based our ranking on our contractual agreement to complete a service call in a specific time period and the level of accountability the manufacturer enforces for not hitting the target. Once again, LG, Sony and Panasonic are on top. Their goals are to get the service call complete within 2-5 days. They ensure that we get spare parts overnight or next day. The service centers are held accountable for their responsiveness. The servicer receives bonuses for good quality workmanship and fast completion. They lose service calls or priority for getting service calls if they don't satisfy the customer in a timely manner.

Based on these criteria, we ranked each manufacturer with the best television brand to purchase. Once again, the ranking is based on our service center experience and the data we collected over a 3-year period. Our ranking is below:

1. **LG**
2. **Sony**
3. **Panasonic**
4. **Hitachi**
5. **JVC/Pioneer**
6. **Sharp/Mitsubishi**
7. **Philips/Sanyo**
8. **RCA**
9. **Samsung**
10. **Toshiba/Akai/Viore/Vizio**

Based on our evaluation and ranking, we decided to sell LG television products. We are authorized to sell most of their models; however, based on our experience, we decided to focus on 3 models that received top rating in each category. We are confident that you (our customers) will be satisfy with your initial purchase price, your total cost to own the television throughout its entire life, and the quality of service TB Electronics and LG will provide you, if you need it.

If you want more information about our rating system or more information about a specific manufacturer or television model, please call us at [352-521-0068](tel:352-521-0068) or email me at pallen@tbelectronix.com.