

PC PAL gets off the ground with CompTIA A+

PC PAL is a franchise that offers computer support to domestic users and small companies with up to 10 computers. Husband and wife team Jat and Julia Mann started **PC PAL** four years ago after a bad experience made them realise there was a gap in the market. All their engineers must be CompTIA A+ certified.

“We needed some computer support, but the service we received was appalling,” says Jat. “They charged me over £200, didn’t fix the problem and didn’t even want to leave a receipt.”

When considering the essentials needed to make their new venture a success, Jat realised that training and certification were crucial. He looked around to see which certifications met his requirements.

“CompTIA A+ ticked all the boxes. It’s got a good combination of software and hardware knowledge, and gives a great foundation and breadth of knowledge. It’s the certification most applicable to troubleshooting – it really empowers our engineers. There’s nothing else as specific and valuable for what we need.”

The certification is a must have for **PC PAL** employees and franchisees and is a differentiator when Jat is recruiting. “There are basically two tiers—those who have CompTIA A+ and those who haven’t. It makes a big difference.” Jat believes in it so strongly that if a new recruit does not have the certification, the company invests in their training and exams.

The Manns piloted **PC PAL** in Solihull four years ago, and have since used the experience they have gained to develop best practice guidelines. After just three years of trading they were in a position to franchise, and are now rolling out the brand and infrastructure nationwide. Potential franchisees must meet Jat’s criteria. “Anyone that wants a **PC PAL** franchise must be prepared to attain CompTIA A+,” he says. “We promise a lot to our customers, so our people have to be able to deliver it.”

CASE STUDY



Jeff Thomas,
Newport franchisee

“Being able to say that all our engineers are CompTIA A+ certified makes us stand out from the competition.”

- Jat Mann, PC PAL

CompTIA Certifications

CompTIA A+®

CompTIA CDIA+®

CompTIA CTT+™

CompTIA HTI+™

CompTIA Linux+™

CompTIA Network+®

CompTIA PDI+™

CompTIA Project+™

CompTIA RFID+™

CompTIA Security+™

CompTIA Server+™



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CASE STUDY

Customer satisfaction

PC PAL has found the recipe for success. Despite the recession, April's trading figures were up 57% compared with last year. Customer satisfaction is also high with repeat business approaching 60%, and dozens of glowing web testimonials many of which say they will recommend **PC PAL** to others.

"We look after our customers and make sure we understand their needs," says Jat. "We even provide advisory services for new computers. We don't sell hardware so we're completely impartial."

Jat has found that having certified engineers is also a good marketing point. *"Customers are increasingly aware of industrial qualifications, and do ask us about them,"* he says. *"Being able to say that all our engineers are CompTIA A+ certified makes us stand out from the competition."*