

Your Name and Address Here!

The Chairman
Acer UK Ltd
Acer House, Heathrow Boulevard III
282 Bath Road, West Drayton
Middlesex, UB7 0DQ

Date here

Dear Sir,

Having just had an appalling experience with Acer Support, I am moved to write to you in order to instruct you to investigate your support arrangements and to commission immediate improvements.

About three or four years ago I purchased an Acer XD1150 projector. I have used it satisfactorily since then, but yesterday I decided to upload a User Opening Image by means of your eOpening software supplied with the projector. This was a foolish decision because on restarting the projector, despite having had a message that the image had been successfully uploaded, the projector was dead.

On using Google to search your website (you have only minimal search facilities on your support sites) I found a reference to the fact that the projector may fail after uploading an image. Your eOpening software was clearly implicated as the cause of the problem, because it overwrites the projector firmware. You give advice to download a copy of the projector firmware, but no explanation of where to find it, nor where to obtain a piece of software, DLP Composer, to upload the firmware copy.

I soon located the DLP Composer software from an alternative website, but I was completely unable to find the firmware file anywhere. I telephoned your support line 0871 760 1000 and asked for the location URL of the firmware, or for an emailed copy, but despite my persistence your support operator refused. She could only give me an 0906 number of a repair agent. When I rang that number I was told that I could only send the projector by courier, for repair, and that no firmware copy was available. Then I rang another Acer support number 0870 853 1110, and spoke to another operator. He declared that the firmware file was not available to him and that he could only advise return to an agent (the one which I had already contacted) for repair.

I insisted throughout that I was perfectly capable of uploading the firmware myself, and reminded all of your operators that it is standard practice to make firmware available to users for installation in motherboards, routers and other devices. I also reminded them that my Acer A500 tablet has had updated firmware installed several times. Then I asked for my call to be

escalated and spoke to a second line support person but again, despite my strong insistence I made no progress.

I then decided to investigate some of my usual support forums, where I found multiple complaints about Acer and your abysmal support. I found many reports of this issue with your XD1150 projector. I also found the email address of someone who had raised this issue about two years ago, and had obtained the firmware file from somewhere. He kindly sent me the file, which, fortunately he had retained, and I successfully uploaded the firmware and managed to resolve the fault with the projector.

And so how does Acer come out of this poor story of your company's disregard for your customers who may spend hundreds of pounds on one of your products only to be deserted when they seek support for issues which arise in use? Issues which are even the clear responsibility of Acer? The answer is that your company simply inculcates, neither into its employees nor into its corporate persona, no kind of respect or care for its customers.

I would like you to consider putting yourself into the position of a customer and to ask yourself what level of service and response would you like to have when you find that a valuable item of equipment has failed, especially owing to such a bad design of hardware and software, but when the company will not help.

And what am I demanding that you do?

1. Ensure that the firmware for this and every other product is available on your website;
2. Ensure that your support pages always contain a link to the appropriate firmware, or supporting software, and to updates;
3. Ensure that all of your support operatives understand your new policy of customer support - namely that they will go out of their way to provide information and support to customers, and will never hide behind a restrictive corporate façade whereby they can simply advise sending a device for repair when other options are available and appropriate.

I have supplied many Acer products to my clients, and own several other Acer products myself. I will need a satisfactory reply from you, confirming that you have made the changes I have suggested, before I will consider giving my future and existing customers advice other than that Acer customer support and attitude is such that they should never risk buying an Acer product.

Yours sincerely

Your name here