

**CHRISTIE®**

# CHRISTIE CINEMA CUSTOMER EXPERIENCE

Understanding, evolving and innovating to  
meet our customer's needs and challenges,  
now and for the future

[christiedigital.com/cinema](http://christiedigital.com/cinema)

Innovation in every frame™

# CHRISTIE'S COMMITMENT

Christie is cinema. We understand it. It's why we aim to provide the best support and highest-quality service to you, our cinema partners. But what does this mean? We will make it easy for you to do business with us. We will go above and beyond to ensure we meet your needs, the first time. We'll respond to your inquiries on the same day we receive them, whether that be fulfillment of your orders, providing technical support, product information, availability and pricing or an update on order status. We will provide industry leading service and will always treat you with honesty, fairness, and respect.

The Christie customer experience starts even before your project or product ownership begins, and continues until we meet all your needs.

- › Pre-sales support
- › Education and training
- › Demo equipment
- › Customer care
- › Technical support
- › RMA
- › Service and sales programs
- › Warranties
- › Online resources
- › Performance targets



At Christie, we're focused and equipped to deliver after-sales service and support at a level that instills trust and confidence.

Sampath Mateti, Manager, Global Service and Technical Support

# PRE-SALES SUPPORT

From retrofitting and upgrading to building new, Christie speaks the language of design consultation. Laser projection offers greater lifetimes and performance but has more stringent safety oversight, which makes our up-front pre-sale consultation such a critical role. Our product experts can help you focus on essential specifications and can collaborate with architects, electricians, and construction engineers. From standard Cinema auditoriums to complex, automated multi-use facilities, we've got you covered.

**At Christie, we know that there are many variables that affect a typical installation, so we leverage our decades of experience to be a part of your solution from the beginning.**

Judson Cross, Sr. Manager,  
Solutions Development



## Customer and consultant interface

- › Review and mark-up service
- › Creation and annotation for screen shaker, audio, projector positioning and safety compliance (NOHD)
- › Integration options and design for automation and third-party interfaces
- › Ensure product compliance in each unique locale



**Confirmation of product specification to meet application requirements**



**Competitive comparisons in same space when required**



**Creation of system bill of materials to assist customer quotation process to prevent future issues**



**Custom solution design support and services to help you choose the right products, design, and solution**

# EDUCATION AND TRAINING

Product knowledge for peak performance. Christie University gives you access to a suite of courses related to product performance, technology, operations, and maintenance. Each course helps maximize the value of your investment in our technology.

## In-class training

Christie University offers a flexible learning environment with both online and instructor-led training. Our instructor-led classes are hands-on, providing an in-depth look at products with the guidance of a Christie product expert. The in-class courses are 3-5 day sessions in fully equipped facilities. These courses provide a great opportunity to share with peers and learn from experts.

## eLearning courses

eLearning courses are convenient and accessible, covering a full range of subjects. The eLearning courses are short, each taking less than 45 minutes to complete. You can also track your progress, so when you log back on you can start immediately where you left off. eLearning courses are available 24/7.

## Certification programs and courses

Learn about the latest Christie products and services while earning Certified Technology Specialist (CTS) Renewal Units (from AVIXA). We offer a complete catalog of courses and certification programs, with more than 100 courses that cover everything from basic product information and technology, to installation and maintenance, to in-depth technology reviews.

### Register here for e-learning courses:

[www.christiedigital.com/help-center/trainingcenter/](http://www.christiedigital.com/help-center/trainingcenter/)

### To schedule a customized class for your team:

Contact your sales team or [training@christiedigital.com](mailto:training@christiedigital.com)

### Sign up for a scheduled instructor-led course:

[www.christiedigital.com/help-center/trainingcenter/in-class-training/cinema-projection-courses/](http://www.christiedigital.com/help-center/trainingcenter/in-class-training/cinema-projection-courses/)



## Christie's training offering

- › Is the main product knowledge resource for Christie partners' service professionals
- › Enhances the audience experience by improving the quality of the presentation
- › Enhances the exhibitor experience by minimizing down time and total cost of ownership
- › Provides a comprehensive 24x7 on-demand E-Learning portal
- › Provides 'live' online training sessions and webinars
- › Provides scheduled instructor-led training
- › Offers collaboration with specific groups to customize instructor-led or 'live' online sessions



## DEMO EQUIPMENT

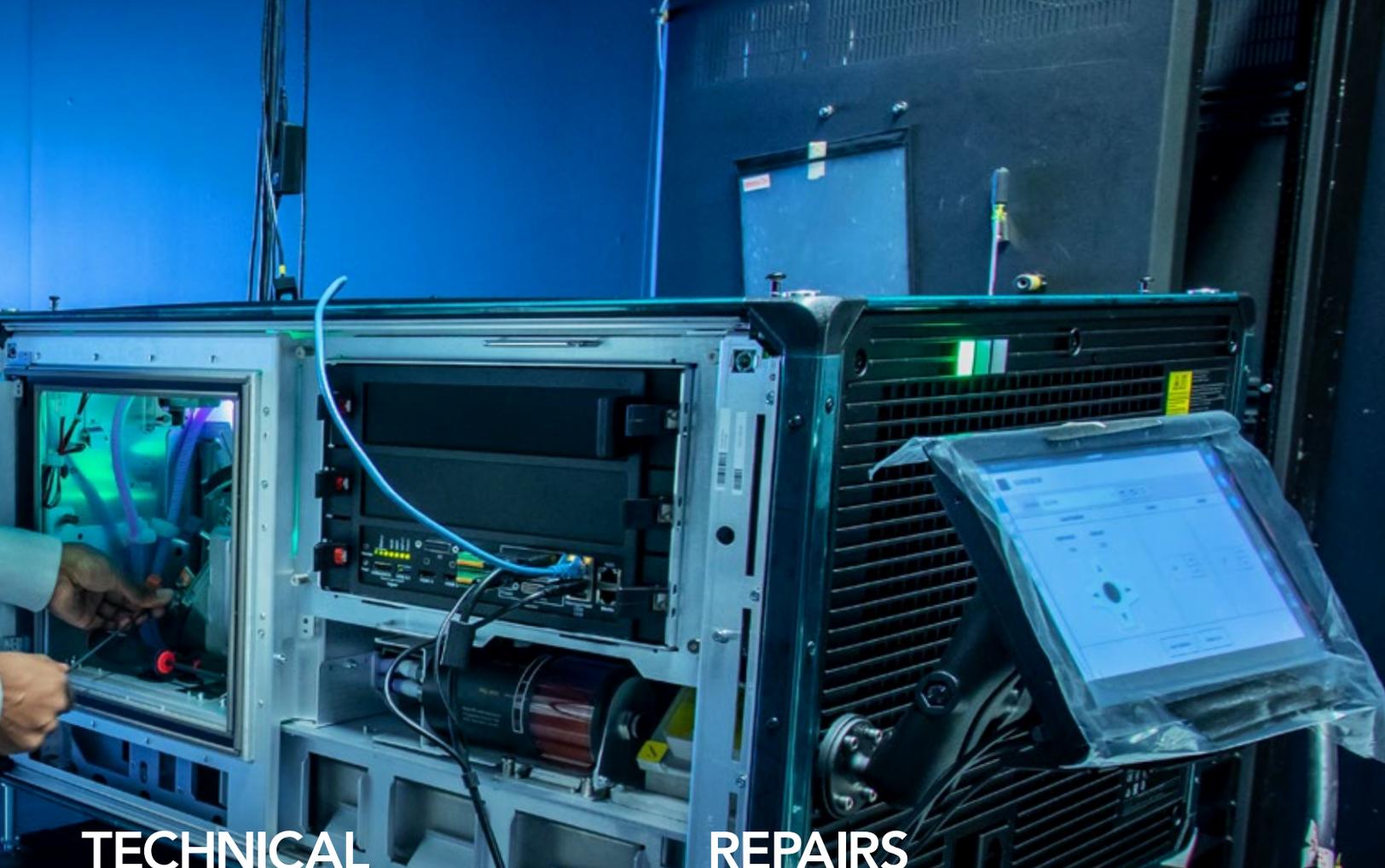
Because seeing really is believing. We're here to support your sales and events with new Christie products.

- › We have an extensive list of equipment available for short / long term loans
- › We have demo equipment for trade shows and partner events such as open houses and road shows
- › We fully test all equipment once it returns to us from any demo
- › Our field application engineering team supports demos and helps with installation of equipment loaned
- › We regularly rotate our demo equipment and offer fully refurbished ex-demo units for sale at special prices – complete with minimum 12 months warranty – with most less than 2 years old

## CUSTOMER CARE

Christie Customer Care supports non-technical interactions with customers. Our Customer Care representatives:

- › Have an in-depth knowledge of company policies, special programs and promotions
- › Support customer requests related to pricing and product availability, including special programs and promotions
- › Process new orders and return authorizations while ensuring the highest degree of accuracy
- › Proactively coordinate shipping and onsite service requirements to meet customer needs, including product lead-time, credit review, and special delivery instructions
- › Qualify and direct inquiries to the appropriate resource for product acquisition
- › Will quickly resolve customer issues
- › Follow-up with customers to provide resolution outcomes, ensuring satisfaction



## TECHNICAL SUPPORT

No matter where you are, a trained Christie technical support specialist is just a phone call or an email away.

- › 24/7/365 support with global coverage for all geographical regions using a distributed service desk infrastructure
- › Voice support via phone for all global regions, with a technical support system that helps customer engineers/technicians troubleshoot and diagnose issues
- › Regular monitoring of open support calls with proven escalation processes
- › A customer relationship management (CRM) system that helps us stay connected
- › A focused approach for critical escalated issues that drives immediate resolution

## REPAIRS AND RMAS

When a problem occurs, Christie's service team is here to restore your equipment to working order.

- › Our RMA team dispatches any RMA request within 24 hours of receipt
- › We ship replacement service parts under warranty (RMA) in advance of the faulty parts being returned
- › We stock service inventories at local branches, as well as main depots, to ensure parts are readily available

**Our team aims to exceed every expectation to ensure each transaction is quick, smooth, and accurate. Your operations can't stop, so neither will we, going above and beyond when you need us most.**

Anna Tio-Ferrer, Snr. Manager, Service and RMA



## SERVICE AND SALES PROGRAMS

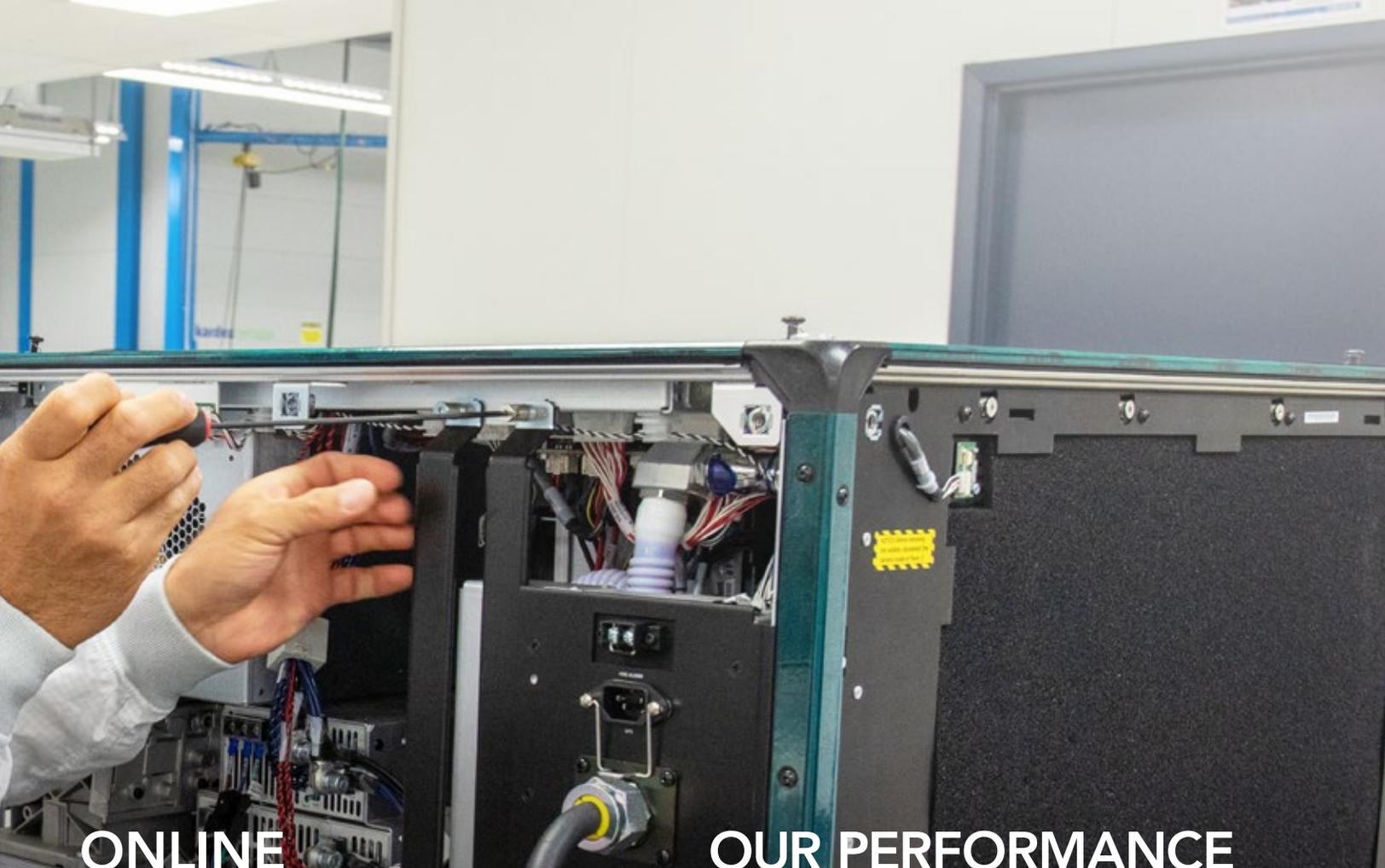
We constantly review our offerings to remain competitive and help customers reduce the cost of maintaining their units.

- › We offer many customer programs, including preventative maintenance / scheduled support, projector overhaul service, light engine refresh, service parts exchange, and flex service parts purchase / buy-back
- › Our critical inventory logistics (CIL) program ensures that the right parts are in the right place at the right time
- › We offer our cinema partners a pathway to Certified Technical Partner and Authorized Service Center status
- › And finally, we offer post-sales services that include on-demand onsite and offsite repair services

## BASE AND EXTENDED WARRANTY

We stand behind our high-quality cinema solutions and protect your investment with industry-leading warranties.

- › Our Cinema projectors come with a standard 3-year base warranty
  - Our base warranty includes free advance replacements (with a 30-day deferred invoice)
  - Return-to-bench repair activity
- › You can extend your coverage for up to 10 years from your original invoice date
  - Extended Warranty includes free-of-charge advance replacement parts and return-to-bench repair activity
- › Our Cinema lamp warranty covers you for up to 2 years from your original invoice date



## ONLINE RESOURCES

Our website is a great resource, from our secure Partner Portal and Christie University courses, to tools, calculators, and product specifications.

- › Christie University training courses
- › Password-protected Partner Portal
- › Help Center
- › White papers, videos, customer stories and technical briefs
- › Technical bulletins
- › Tools and calculators (Digital Cinema Configurator)

**Christie's support system is aimed at developing relationships built on trust, integrity and reliability, not based on a scorecard.**

Robin Yamasaki, Sr. Manager, Customer Care

## OUR PERFORMANCE TARGETS

We process orders with high degree of accuracy, and provide order acknowledgement within 24hrs of receipt.

- › Respond to phone and email inquiries within the same day, ensuring all inquiries are answered by the appropriate resource
- › Ensure hold times to reach a representative are less than one minute
- › Deliver goods within standard lead times to ensure we meet or exceed the customer's onsite requirement
- › We dispatch parts for RMA from local stock within 24 hours from RMA receipt

# WHY CHOOSE CHRISTIE?

You deserve an amazing customer experience. Our mission statement is about creating shared visual experiences, and that's not just about fulfilling product orders, but your needs and expectations. You're not just getting high-quality products, you're getting the expertise and support you need. We believe in quality and doing it right the first time. If something does go wrong, we will provide a response within the same day, so you get the information you need, the attention you deserve, and the solution that leaves you satisfied. It's easy to say you're important to us, but we want to show you we mean it.

## Global cinema support

### Sales order fulfillment

- [cinema.orders.Americas@christiedigital.com](mailto:cinema.orders.Americas@christiedigital.com)
- [cinema.orders.EMEA@christiedigital.com](mailto:cinema.orders.EMEA@christiedigital.com)
- [cinema.orders.APAC@christiedigital.com](mailto:cinema.orders.APAC@christiedigital.com)
- [cinema.orders.China@christiedigital.com](mailto:cinema.orders.China@christiedigital.com)

### Technical support

- [cinema.support@christiedigital.com](mailto:cinema.support@christiedigital.com)
- [cinema.support.China@christiedigital.com](mailto:cinema.support.China@christiedigital.com)

### Warranty and RMA

- [cinema.RMA.Americas@christiedigital.com](mailto:cinema.RMA.Americas@christiedigital.com)
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What underpins everything we do is our desire to help our customers be successful, our ethos is to have the right parts, in the right place, at the right time, and the right person available to deal with an issue. We aim to distribute information proactively to help our customers plan and adapt to micro and macro business challenges in order that they are able to manage their businesses which rely on our technology in the most efficient manner.

Ian Tyler, Head of Customer Experience

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CINE0142-Cinema-Customer-Experience-Brochure-US-EN

