

## GoWarranty: Assuring a great customer experience via their warranty services

Mumbai based start-up GoWarranty is booming in amid covid19 pandemic. Work hassle-free during this amid covid19 pandemic, with GoWarranty, as GoWarranty is extending the warranty services on its products this pandemic.



**Mumbai, Nov 20, 2020 ([Issuewire.com](https://www.issuewire.com))** - Work from home has become a new normal in the times of Covid-19 and it has also increased the usage of electronic gadgets as they are being extensively used. The founder and CEO of GoWarranty, Sameer Shaikh believe that customers in India seldom get proper services from major brands. Many-a-times, consumers don't get proper response while a large number of consumers suffers due to proper documentation. For example, maintaining a hard copy of a proof-of-purchase document (e.g. invoice, or transaction slip) is a challenge because of the time factor. Most of the times, the transaction slips fade out within a few months making it worthless.

To encash this 'never-seen' opportunity, GoWarranty has rolled out extended warranty solutions leveraging technology as a solution and offers plans at reasonable prices to woo the customers and give them a 'wow' experience.

### The origin and customer experience in India

Shaikh commands 17 years of experience in the customer services and he has worked with City Bank, JP Morgan Chase, Capital One. He says the standard of expectations that one gets from banks in Europe and America is completely different from India. "I thought about why people in India can't get this level of satisfaction. I wanted to give a 'wow' experience for our people. Customers are not valued, they don't get support from the companies whose products they purchase from their hard-earned money. India is one of the best markets in the world. Electronics and technology is a sector where people have invested heavily. Every household has at least 10-15 electronics which can be a laptop, iPad, mobile phones, TVs, refrigerators, ACs, etc," he added.

He says by default manufacturers give a year warranty on their products which means if anything happens to that product, the brand covers it. The post-service for every electronic that is sold in India is not even acceptable because no one is bothered what is happening, customers have to suffer to get the services, Shaikh remarks.

He added that people prefer discounts in India and there is no solution for customer service. He says he

decided to start a brand to help people in India irrespective of what they have bought which would cover from a smartwatch to a toaster in the kitchen and from a TV, washing machine, an AC to a fridge. Shaikh says his company's prices are very competitive and customers facing any kind of problem, they just need to call or text and GoWarranty would arrange a technician or even a replacement of the defunct product. He says the company has a complete ecosystem including a contact centre, operations, digital marketing team, pick-up and delivery guys, etc. We cater to over 15,000 pin codes in the country, he claims.

### **Economical cost**

"During the lockdown period, the usage of electronic gadgets has gone up because people are doing work from home. They are extensively using laptops, desktops, broadband, TVs, mobile phones among others. The more these gadgets are used, the higher the chances of getting defunct. Here, GoWarranty comes in handy which offers extended warranty at economical costs. We give guarantee to our customers that if their product is not repaired in 15 days, we would replace it with new. We are legally bound to cater to our words," Shaikh says.



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