VU TELEVISIONS · CUSTOMER ESCALATIONS · MANAGEMENT SUMMARY

19 escalations: what went wrong and what to fix

Root-cause analysis of 19 customer escalations that reached the founder, CEO or VP between Feb and Oct 2026, built from email chains, WhatsApp logs and CRM tickets, and checked against the VU Warranty Policy. Updated 27 Oct 2026 (case 19 added).

19	9	8	16	12	4	174
escalations, all reached founder / CEO / VP	high severity	still open, disputed or unknown	with a warranty-policy breach	out of warranty (3 end-of-life)	customers threatened consumer court / forum	failure points identified

SUMMARY

Most escalations were not caused by the fault itself, but by how it was handled afterwards. TV panels and boards do fail, and the policy's remedies (repair, then component replacement) were usually applied correctly. What pushed customers to the founder was a pattern of **tickets closed without the customer's agreement, promises nobody tracked, slow or contradictory communication, and no single owner**.

The clearest single failure is **closure discipline**: tickets were closed as "not responding", closed the same day a quote was sent, closed as "delivered" when the customer had nothing, or closed by telling the customer the fault "is not an issue". Each of these created a repeat contact and, eventually, an email to the founder.

Most of these customers were out of warranty. 12 of the 19 TVs were out of warranty (3 of them end-of-life, over 5 years old), 5 were in warranty and 2 are not stated. So most escalations were really about **goodwill**: customers felt a TV should last longer than its warranty, and the policy gives staff no rule for what goodwill to offer. That is why the same request got a free repair in one case, a discount in another and a flat "no" in a third. Case 19 shows the risk: a free replacement was refused in writing, then granted four days later after the customer bought a website to publish his story.

The warranty policy is mostly sound but has **gaps that frontline staff fill by improvising**: no rule for faults that return soon after a repair, no standard for what a replacement TV must be, no goodwill or end-of-life offer, no safety priority, and no visible escalation route. Closing those gaps, plus five process controls, would have prevented most of these 19 cases.

The new evidence (26 Oct) sharpens the picture. Where a senior person used judgement and goodwill, cases closed well: a court threat became a retained customer with a discounted extended warranty (07), a paid repair ended with praise for the technician (10), and two end-of-life owners agreed to buy new Vu TVs (02, 13). Where Vu answered with a flat "final", "no exchange option" or "no defect" and no published rule behind it, the dispute is still open (03, 04, 09, 16, 18).

FIVE THINGS TO FIX FIRST

1

No closure until the problem is solved

No closing on "not responding" or on a quote; disputes stay open until settled.

2

One owner per escalation

Every founder/CEO email becomes a ticket with a named owner and a 24-hour reply.

3

Log every promise with a date

Warranty extensions, dispatch dates, pickups, replacements, tracked and alerted.

4

Close the policy gaps

Repeat-failure rework, replacement standard, goodwill and EOL offers, safety priority.

5

Fix customer and asset data

Right name, number, address and serial on every ticket before anything ships.

WHERE IT BREAKS

Root-cause themes across the 18 cases

Each chip is a case number. Themes are ranked by how many cases they appear in as a ranked root cause, adjusted for impact.

1 Tickets closed without resolution or customer agreement

Closed as "customer not responding" after one or two calls; closed the day a quote was sent; closed as "delivered" when the customer had nothing; closed by email saying the fault "is not an issue".

Example: case 11, a remote ticket closed with "she said remote has arrived" while it had been shipped to another city.

`01` `03` `04` `05` `06` `07` `08` `10` `11` `16` `17`

2 Communication: slow, contradictory or dismissive

Policy-correct decisions explained badly; "no parts" then a price three days later; template replies ("Voice remote out of stock"); staff saying "it is your problem" or blaming the customer. Clause 11 was breached in 12 cases.

Example: case 04, an end-of-life TV owner told "if it breaks down after that it is your problem", then formally refused any exchange; now buying 9 TVs elsewhere. Case 03: repair put on hold until the customer fixed his "earthing", for a TV with a 2-pin plug.

`01` `04` `05` `06` `07` `08` `09` `15` `16` `18`

3 No owner; promises not recorded

Email escalations sat outside the CRM, so branches closed tickets while management was negotiating; written promises (warranty extensions, "dispatch in 2 days", pickups) were forgotten; founder forwards often produced no ticket at all.

Example: case 01, a 6-month warranty promised twice in writing, then disputed and issued 28 days short.

`01` `02` `03` `06` `08` `10` `13` `15` `17`

4 Policy gaps filled by improvisation

No rule for repeat failures after repair (a 6-day repeat was charged), no replacement standard (opened units, lower models), no goodwill matrix for early failures on premium TVs, no standard end-of-life offer, warranty length invisible at sale.

Example: case 03, an upgrade for a customer on his fourth unit priced at ₹22,500, "final… applied uniformly"; case 18, "no upgrade/exchange option" for an end-of-life TV with no remote.

`01` `03` `04` `07` `09` `14` `18`

5 Wrong or missing customer and asset data

Tickets under another person's name or number, TVs not registered, serial "NA", old serials overwritten, addresses from another city, complaints with no ticket at all.

Example: case 09, WhatsApp offered the customer his 2018 TV because the 2023 one was never registered.

`02` `03` `04` `06` `09` `11` `13` `18`

6 Spare parts and replacement stock

Approved replacements waited 12 weeks for one model; spares lost or damaged in transit; accessories (voice remotes) out of stock for months with no ETA or substitute.

Example: case 15, replacement promised 27/07, delivered 19/10.

`03` `04` `05` `11` `15` `16` `18`

7 Repair quality and diagnosis

Faults returning within days or weeks of a repair; screens refitted with gaps or new defects; part-by-part swapping; hardware replaced for software faults.

Example: case 17, display blank again 27 days after an open-cell repair.

`01` `03` `08` `10` `12` `14` `15` `17`

8 Product quality: early panel and board failures

Panel, backlight or main-board failures inside 3 years, including flagship and replacement units.

Example: case 16, a 55" Masterpiece panel failed at 19 months, and the replacement had light bleed.

`01` `03` `07` `08` `09` `12` `15` `16` `17` `18`

9 WhatsApp bot and agents

Bot ignores free text and photos, can't find tickets, blocks "chat with a human" when a ticket is open; agents close chats within minutes or say "model is old" without checking.

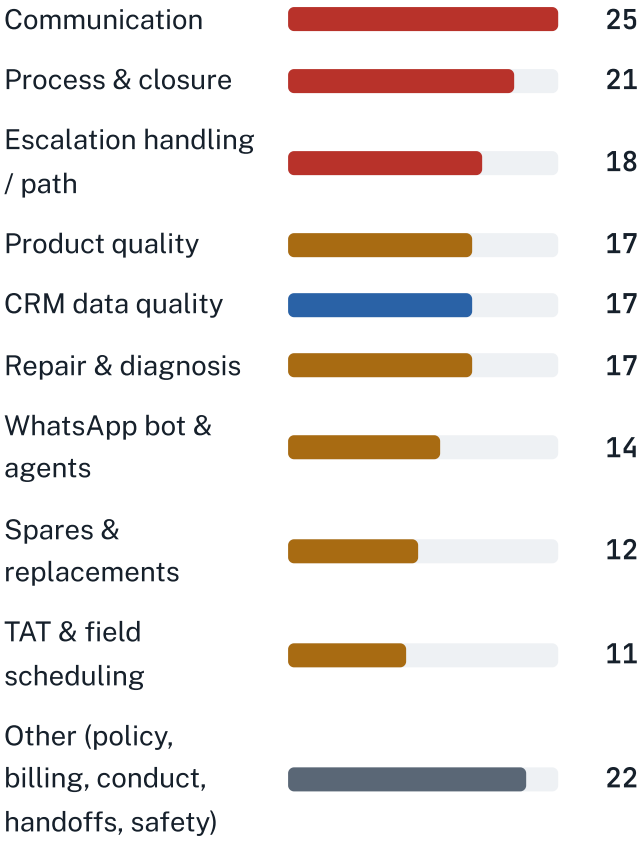
Example: case 10, "Can I chat with a human please" answered with the menu, twice.

`01` `05` `08` `09` `10` `11`

EVIDENCE

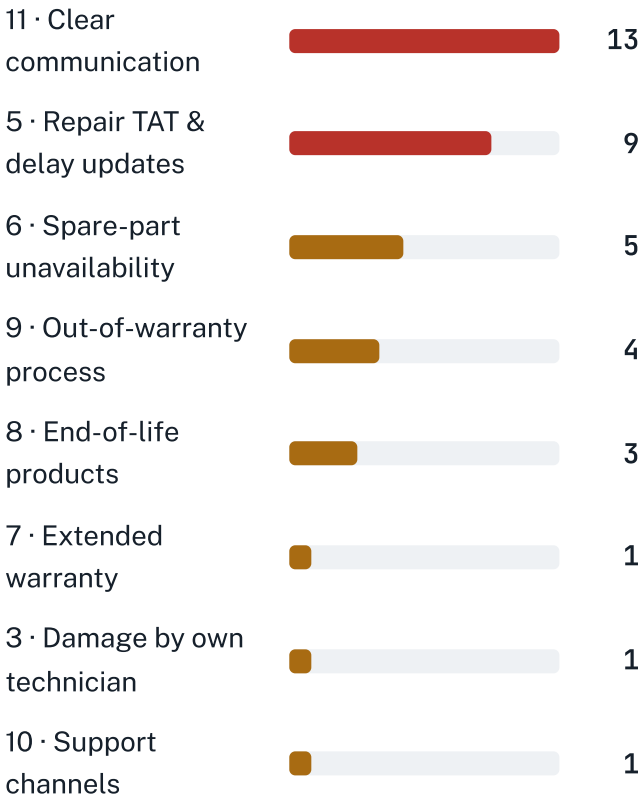
Failure points and policy breaches

174 failure points by area



Only about 1 in 10 failure points is about the product itself. The rest are about how the case was handled.

Warranty-policy clauses breached (cases)



Clauses 4.1 and 4.3 (no automatic TV replacement or refund) were applied correctly. The problem was how they were explained, not the decisions.

POLICY

Seven additions to the VU Warranty Policy

Each closes a gap that caused at least one escalation.

ADD	RULE (PROPOSED)	WOULD HAVE PREVENTED
Repeat-failure rework	Any fault within 90 days of a repair is free rework, supervisor-assigned, with a full display-chain check. 3+ repairs on one serial in 12 months triggers a replacement review.	01 03 08 17 19
Replacement standard	Replacement TVs are new, sealed, same or higher spec, unboxed in front of the customer. If stock isn't available in 15 days, offer the next equivalent model.	03 15 16 18
Goodwill matrix	Defined goodwill (free or discounted part, warranty extension, paid upgrade) by product age and price band for early failures, especially premium models.	01 07 09 12 19
End-of-life offer	When an essential part or accessory is unavailable for a TV over 5 years old: a standard exchange discount, approved at RM level.	04 13 18
Safety priority	Burning smell, smoke, sparks or overheating: same-day callback, unplug advice, no closure for non-response.	06
Escalation route	Publish supervisor callback (24 h) and an escalation desk address on all channels; all founder/CEO emails auto-create a ticket.	02 13 14
Warranty at point of sale	Warranty length shown on every listing, box and invoice; agents explain it from the invoice, not by comparing sales channels.	07 09

ACT NOW

Eight customers still need action

Status as of the evidence provided (updated 26 Oct 2026). Each has a full report with recommendations.

CASE	CUSTOMER	STATUS	NEXT STEP
03	Naksh Jain · 55GloLED	Failed again 23/10	Stop the part-swap and "earthing" debate: one written final remedy (sealed replacement or upgrade at a goodwill price, or buy-back).
16	Vijay Chaurasia · 55 Masterpiece	"No defect" disputed	Answer his three questions in writing (job sheet, panel serial, photos); senior on-site check against a published uniformity standard.
18	Manak Lal Shah · 65PM	EOL, no exchange offered	End-of-life exchange offer (clause 8), or a guaranteed paid remote solution.
04	Praveen Kumar · 75" (2017)	Exchange formally refused	Reverse the 16/03 refusal: EOL exchange offer with ₹2,000 credited; pass the 9-TV project to sales.
09	Sanjay Sehgal · 65PM	₹24,500 + GST refused	Senior call to explain the warranty finding; consider a panel + extended-warranty bundle (as in case 07).
14	Bharat Thanvi · 55LX	Free board, still broken	Software/firmware team to check the Apple TV app before more hardware.
01	Vinod Kumar V · 65QMP	Warranty 28 days short	Fresh written goodwill extension; rescope tickets from Chargeable.
05	Dennis Thomas · 65LX	₹8K quote, outcome unknown	Confirm whether he paid; credit the ₹1,500 inspection; explain what happens if the panel is also faulty.

Closed or resolved: 02 and 13 (end-of-life, buying new Vu TVs), 06, 07 (repair + discounted extended warranty), 08, 10 and 12 (customer thanked the team), 11 (remote delivered; still asks for a voice remote), 15, 17, 19 (new 55VIBE-DV paid by Vu after a public-website threat).

ACTION PLAN

What to change, and when

NEXT 2 WEEKS

Contain

CX HEAD

Call the 8 open customers above with one named owner each.

Cases 01, 03, 04, 05, 09, 14, 16, 18

SUPPORT

Route every founder/CEO/VP email to an escalation desk; auto-create a ticket; 24-hour reply.

All 18 reached senior leaders

SUPPORT

Ban closure on "not responding" before 3 attempts over 2 days plus a WhatsApp message.

01 03 06 11

COMPLIANCE

Audit case 11's "she said remote has arrived" closure against call logs.

Possible false closure

30 DAYS

Control

CRM

Quotes and disputed tickets stay open as "awaiting customer" instead of closing the same day.

03 04 05 07 08 16

CRM

Commitments field: every promise with owner and due date, alerting a day before.

01 03 10 15 17

CRM

Mandatory serial, own name, number and address read-back before dispatch or quote.

04 06 09 11

ASP MGMT

Photo/video condition record at every pickup and return; burn-in test after panel jobs.

08 15 17

AGENTS

Scripts: no "model is old / no parts" without a check; explain decisions with policy clauses.

01 04 05 07

90 DAYS

Prevent

LEADERSHIP

Approve the seven policy additions above.

Policy gaps in 7+ cases

SUPPLY CHAIN

Replacement-unit and accessory stock targets; spares packing and incoming QC.

15 16 18

DIGITAL

WhatsApp: hand off on free text, photos or "human"; Track Status by phone number.

01 05 08 10

PRODUCT

Review early panel/board failures on 55VIBE24, 65VIBE-DV, PM and Masterpiece panels; PS5 HDMI firmware.

07 09 12 15 16 17

CX

Key-account flag for customers with 5+ Vu TVs.

03 08 12 16 (and 04's lost 9-TV sale)

WHAT WORKED

Practices worth repeating

- **Personal ownership by a senior person turns cases around.** Case 10 moved within days once the VP wrote "I will personally monitor the case", with proactive courier updates.
- **Fast, commercial goodwill keeps loyal customers.** Case 12: a new TV with an HDMI fault was turned into a paid upgrade within 2 days; the customer wrote that he was "very satisfied". Case 07: a discounted board plus a 2-year extended warranty for ₹2,000 turned a consumer-court threat into a thank-you within a week.
- **Honest end-of-life conversations can still keep the customer.** Cases 02 and 13: once the CSM explained that the TVs were end-of-life, both customers agreed to buy new Vu TVs.
- **Technicians who fix the earlier repair earn praise.** Case 10's customer asked for the final technician to be recognised.
- **The founder forwards fast**, usually within hours. The gap is what happens after the forward.
- **Giving in only after a threat teaches customers to threaten.** Case 19: replacement refused in writing on 18/05, granted on 22/05 after the customer bought vuxperience.com.
- **Going beyond policy without a plan doesn't buy trust.** Case 03 received three replacement TVs and still escalated, because each was late, opened or a lower model.

METHOD

How this was done, and its limits

- Each case was built from the escalation email chains (support@, founder, internal forwards), WhatsApp bot logs where they existed, the CRM ticket list and individual ticket screens, and checked clause by clause against VU_Refined_Warranty_Policy.
- Evidence was uneven: no WhatsApp for 7 customers, email only for 3 (cases 02, 13, 14), and several CRM screens cut off at the history scroll. Each case report lists its evidence gaps.
- Customer statements (rudeness, missed calls, product condition) are their account unless the CRM or emails confirm them.
- Long WhatsApp logs and pre-2025 tickets were read for key points, not line by line.
- Updated 26 Oct 2026 with 17 additional files: Outlook (.msg) and .eml email threads for 16 cases, and the full CRM ticket history for case 14. Two of them (cases 01 and 17) repeated emails already analysed.