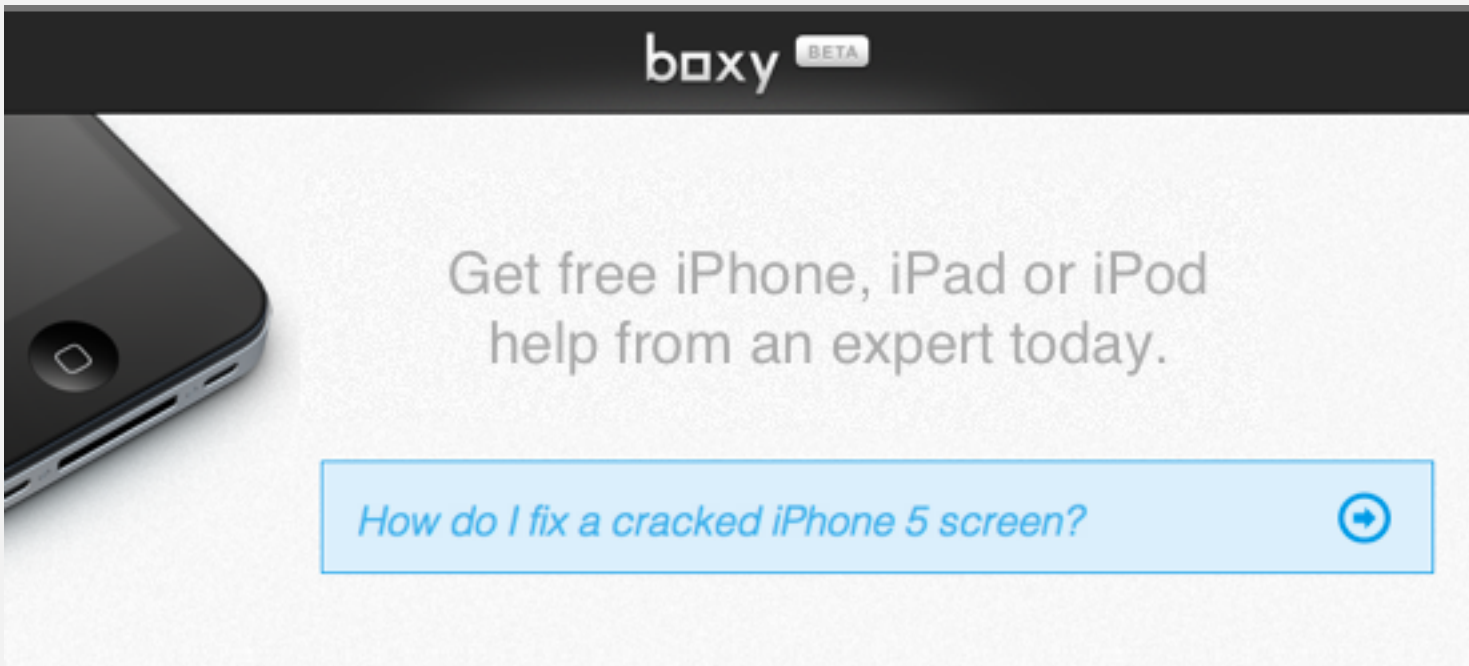


Boxy — Changing Apple Support

Posted on September 27, 2012 by Shawn Wilkins



Have you ever had a problem with your iPhone and couldn't make it out to an Apple Store in a timely fashion? Surely; we all have. There are hours of hesitation between now and then, times where you have to scramble back and forth between online articles simply in search for the problem and hoping that the solution is tacked on. That could be eased and simplified, yet Apple hasn't yet done it and we're not seeing any plans of them doing so. Now, we don't have to rely on Apple Geniuses, we have users who have been trained through these issues and can help — using FaceTime, iMessages, or over the phone.

Boxy is brand new and has been started by a group of young scholars who have put their hand out to give people a hand when it comes to Apple support. Some of us know how to maneuver around an iPhone like it's an extension of our bodies, but that doesn't speak for everyone. It's a safe bet to say that the majority of the users who own an Apple product got it for its ease of use and don't know the technical side of things. Just the other day I had to explain the simple process of updating credit card info to my own grandmother over the phone. It's simple to me and the explanation made it painless for her, but I'm not always available. People need help for the simple issues and don't need to be hassled with the task of scouring forums, scheduling appointments at stores that are beyond far away from you, or restoring their iPhones.

These people let you schedule help sessions on your own schedule. You simply, and when I say simply, I mean it in its purest definition, go to their website, ask your problem, followed by entering your name, how you'd like to be contacted, and your Apple ID. It's a painless, easy, and quick service. People will contact you in mere moments. If you have a hardware issue (cracked screen, broken mic) they will advise you to go to an Apple Store for official support, of course, however, you'll get a plethora of secondary options and advice from an actual person. If you call the Apple Store, they won't tell you where you can go if you can't make it to an Apple Store. They're trained to tell to you to go directly to their store.

Software issues are quickly handled. You get a simple explanation for your problems. Your phone won't download items from the App Store? They'll help and give you a seamless, understandable, and easy run down on possible solutions. Can't get certain apps to open? Same process. Having problems with your Photos app? Again, same dedicated service, same painless support. You need support, you need help, and they can give it to you. They do this to help people. No one there is doing it for money; it's free. No one is doing it to kill time; the support is beyond astounding. No one will quickly try to push you to the side or quickly send you off. This is what they want to do and have a dedicated team doing so.

In the end, boxy is a great service. Possibly one of the only things that has taken one of Apple's own innovations and innovated it within itself to help others. They offer support via Apple's video service, Apple's IM service, and through the very well-known phone. Boxy is changing the way support works and they're doing it in a way that I can only commend with 100% of my own personal support.



About Shawn Wilkins

An enthusiastic writer who values quality over quantity. The abundance of posts shouldn't make the site, but rather, the quality of them. Aiming for perfection is the goal and anything less isn't acceptable. Long walks on the beach are accepted, however.

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