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IT [Circuit City Launches Firedog, Competing with GeekSquad](#)
[Tuan Nguyen \(Blog\)](#) - September 6, 2006 12:06 PM



Circuit City goes head on with Best Buy

Circuit City has [officially launched a service called Firedog, which is similar to Best Buy's GeekSquad IT services department](#). The Firedog team said Circuit City will not only be handling technical services for computer equipment, but also home theater installations and setup. The Firedog department operates very much like Best Buy's GeekSquad team and in fact competes directly.

The Firedog team is a 24-hour technology service that Circuit City says will be able to visit customer homes and provide on-site services. The company guarantees all technician work for up to 30-days and says that customers can also bring in their equipment for Firedog service at any Circuit City location. In Canada, the electronics retail chain Future Shop is owned by Best Buy but have not introduced any similar services. From the press release:

firedog(SM) technicians and installers have received extensive training to install, repair or optimize consumer technology products. firedog(SM) in-store and in-home PC services are available through Circuit City's more than 600 Superstores across the country. Home-theater installations are available within 25 miles of Circuit City locations.

Along with on-site and in-store services, Firedog will also service customers remotely if the situation presents itself. Software installations and system troubleshooting can be done remotely says Firedog if the customer has a broadband Internet connection. Dell also offers a similar remote-access service through its CustomerCare program.

“Then they pop up and say ‘Hello, surprise! Give us your money or we will shut you down!’ Screw them. Seriously, screw them. You can quote me on that.” -- Newegg Chief Legal Officer Lee Cheng referencing patent trolls



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