

# The Microsoft Store

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After reading on the Internet about Microsoft Stores I stopped by today to see what the Schaumburg store looks like, and to find out what services and products they offer. The store is located in the Woodfield Shopping Mall on the lower level of the “Nordstrom” Wing. It is open from 10:00am to 9:00pm Monday through Saturday, and from 11:00am to 6:00pm on Sunday. You can drop in at any time for a visit, but if you have a specific goal in mind it is probably best to make an appointment ahead of time. You can do that by calling (847) 466-2830 or on their website ([www.microsoftstore.com/Schaumburg](http://www.microsoftstore.com/Schaumburg)).

When I entered the store, I was greeted by an associate and walked back to the Help Desk.



Behind the Help Desk is a small training area, which can seat up to 30 people for a lecture-type training session, or a lesser number for a hands-on program with computers or tablets. The store offers a variety of free training sessions, and the schedule changes from day-to-day. (Check out their offerings on the store website.) I was told that the store allows organizations or businesses to use this area to conduct their own training, and will offer computers and/or other assistance for such training sessions.



The store is laid out in sections, each displaying a different set of products or accessories associated with Microsoft offerings. These include, X-Box, Windows Phones, Surface tablets, other tablets, all-in-computers, laptops, software and accessories (cases, cables, chargers, etc.). Associates are happy to explain each offering and answer any questions you may have. All items are for sale and can be purchased there at the store. A much wider product listing is displayed on the Store website, and items shown on that website not in stock at the store can be ordered at the store or through the website for subsequent delivery.



All of the computers offered for sale come as a “Microsoft Signature” edition. They are common models of computers from popular vendors, but they have been scrubbed of all “bloatware”. You will not have to purge unwanted trial software, toolbars and adware from a new computer purchased through Microsoft.

A major function of the Microsoft Store is training and technical assistance. Their free in-store services include consultation and diagnostics (to help understand your needs and recommend the best solution for you), Microsoft software repair and support (including free virus or malware removal, PC Tune-ups and more) and Recycle for Rewards appraisal (with in-store credit).

They also offer a variety of paid in-store services, to include single person training sessions, personal training for a year, in-store data recovery, data backup migration, hardware upgrade installation and so on. Most services are \$49; personal training for a year is \$99 and in-store data recovery is \$149.

A package of popular services called “Assure” is also available and represents a good value. For \$149, customers will receive one year of unlimited support and one-on-one personal training – over the phone, online or in-store. Ask an associate for details, or visit “[answerdesk.com](http://answerdesk.com)”.

If you find yourself in or near Woodfield, stop by to look around and get acquainted - or just to sit down for a while. (They have a comfortable seating area in front of the store, complete with free wi-fi and electrical outlets to recharge your electronic devices.)