

# "Give Me Your Biggest Tech Headache — I'll Relieve It or Your Consult Is Free": A Conversation with Avie Uniglicht, Your Tech Concierge

*When technology feels like a foreign language, Avie Uniglicht picks up the phone.*

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There's a confidence that comes through immediately when you speak with Avie Uniglicht. He's not just a technician — he's part therapist, part educator, and part magician, all rolled into a one-man operation that has been solving tech problems for clients around the globe for over four decades. His brand, **aSKaVIE**, lives at the intersection of expertise and accessibility, and his tagline says it all: "*Your Tech Concierge*™."

I sat down with Avie to learn what drives him, how he works, and why so many people keep coming back.

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## Let's start with the big picture. What is aSKaVIE, really?

"It's all about the data," Avie says without hesitation. "Doesn't matter what platform, device, program, version — none of that really matters. It's the Availability, Security, Speed, Ease, and Utility. The ubiquitous access to information is what we are seeking. And the ones who provide it — to the ones that need it — well, they will be the winners of the prize." [askavie](#)

That philosophy is the bedrock of everything he does. Clients rely on Avie to help them get answers to their most difficult tech problems, and helping people all over the globe discover and use technology to improve their lives is, by his own account, one of his greatest joys. [askavie](#)

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## How would you describe yourself professionally?

Avie doesn't reach for a boring job title. He describes himself as a technology pioneer with business savvy who blends the ingenuity and creativity of a musician with the wisdom of an experienced troubleshooter — an energetic spirit with a nurturing, helpful hand. He's quick to add that listening is the secret weapon most tech people forget to use. He carefully utilizes his innate listening skills to understand any given challenge before systematically — and often via remote access — providing what he calls Global Technical "Room Service." [askavieaskavie](#)

That last phrase is a recurring theme. Room Service. He means it literally.

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## **Tell me about "Room Service." What does that actually look like for a client?**

The Room Service model works like this: by connecting securely to a client's PC or Mac over the internet, Avie provides services including backup, tune-ups, malware removal, software upgrades, new installs, email issues, troubleshooting, networking, and printer installs. Almost anything that can be done on-site can now be done remotely. [askavie](#)

No need for a client to leave their home or office or open their door to a stranger. White-glove service, he says, is just two steps and minutes away. You call his line or schedule online, then grant him secure access with a passcode — and he goes to work. [askavie](#)

Pricing is transparent and approachable: sessions run from 15 minutes at \$37.50 up to a full hour at \$150. And if he can't solve your problem? The consult is free. That's a promise he makes publicly and stands behind. [askavie](#)

He's also coined a memorable personal motto for the AI era: *"What AI Doesn't — AU Does."*

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## **You've been doing this for over 40 years. What's changed?**

He has combined his 40-plus years of industry experience with the award-winning products and services of his affiliates to deliver what he describes as an unmatched personal level of service. What hasn't changed, he insists, is the human need at the center of every tech call: someone just wants their life to work again. [askavie](#)

His mission statement is almost poetic in its simplicity: to assist as many people as possible in achieving their goals by being their supportive go-to guy and helping them cope with the latest technology. [askavie](#)

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## **What do clients say about you?**

The testimonials speak for themselves — and they're effusive. One client, Karl Dorfman, describes Avie as having transformed his business, praising his wealth of knowledge and technical expertise as invaluable in helping organize his digital world and streamline daily tasks. [askavie](#)

Mike Phillips cuts straight to it: "You are far and away the best IT support person I've ever dealt with. You are on the ball with the tech stuff and your people skills are amazing." [askavie](#)

A longtime client and industry veteran, Marsha Thomas, sums up what many seem to feel: "I've worked on computers all through my 47 years of service to the oil industry, but you're still teaching me things I never knew." [askavie](#)

Perhaps most telling is a testimonial from a client who had struggled for years before finding Avie. He helped her select a new machine, set up her system remotely, spent time explaining the process, installed software, backed up her files, and walked her through all the new features — all from the comfort of her own home. [askavie](#)

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### **Beyond remote sessions, what else do you offer?**

The aSKaVIE ecosystem includes a Boutique with curated recommendations across anti-virus software, backup solutions, digital imaging, hardware (both new and pre-owned), and software. There's also a Q&A section, a training portal, a newsletter called the *Silver Platter*<sup>™</sup>, and archived audio content for those who want to learn on their own time. [askavie](#)

For those who want Amazon-style convenience, there's even an **aVIEzON** section — and a quirky but earnest offering called the **Personal Computer Driver's License**, a nod to Avie's belief that everyone who uses a computer should understand the basics of operating one safely.

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### **Any final words for someone on the fence about reaching out?**

Avie leans forward. *"Tell a friend you've found a great place to get help from a 'geek' who can finally speak your language."*

For the tech-anxious, the overwhelmed, and the frustrated — Avie Uniglicht is, quite simply, the person to call.

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*Avie Uniglicht can be reached at [askavie.com](#) or by phone at 1-888-374-3712. Remote Room Service sessions can be scheduled online via his Calendly link.*

