

# **iWarranty** EW

Customer Loyalty through Managed Relationships



Vision/Results



# iWarranty EW

## Customer Loyalty through Managed Relationships

### Overview

The 4CS iWarranty EW solution is the most complete extended warranty solution available. In every direction you look, iWarranty EW has deeper functionality, wider coverage and more features than any extended warranty solution on the market today. Most solutions do not even offer a full extended warranty option or similar functionality; you are limited to doing quotations within your CRM system without connection to your pricing files, coverage tables, or the rules that allow you total flexibility.

### Increase Revenues and Profits

#### It's like selling the movie ticket without the popcorn

Many companies don't realize the opportunity they leave on the table through lack of attention to their extended warranty programs. Just as movie theaters derive higher margins from popcorn sales than from ticket sales, OEMs lose out on huge revenue and margin opportunities with their extended warranty offerings. The irony of this opportunity is that it costs you nothing in product development, manufacturing capacity, or new market creation. It simply means capitalizing on underutilized assets, your existing products. Increasing revenues and profits is possible through the very assets you have already created. "Our customers have been extremely pleased with the revenue growth and the markedly increased profit margins," said Jeff Fossum, the COO of 4C Solutions, Inc. "Extended warranty is probably the best opportunity for manufacturers to raise the level of their business with the least amount of investment."

### Service Chain Performance

#### Who's servicing your Product?

Customer satisfaction is the result of a long chain of events, each with the potential to damage the relationship with your customer. How you manage those events determines your success with that customer, and the prospect of any future sales. Without extended warranty, your customers' service needs are often handled inconsistently among a variety of independent service providers. Offering extended warranty programs that meet your customers' exact needs is the key to the customer loyalty that strengthens your market position. iWarranty EW is the most agile product in the market. You can now offer the myriad of coverages that your customers desire, without the administrative load that makes this prohibitive.

iWarranty utilizes a set of tools that literally make complexity simple.



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## Customer Satisfaction

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### Operation Smile

We all know that the true vision of every business begins and ends with customer satisfaction. iWarranty EW can help you achieve that vision, by offering sterling Web presentations, a wider variety of plan coverages, the highest level of flexibility in the industry, the ability to pinpoint and eliminate problems, and increased touch points with your customers. We invite you to view our products and see how 4CS has raised the bar on customer satisfaction.

### Quality Feedback and Resale

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#### What you can't see, can hurt you

Exiting the customer relationship at the end of the limited warranty leaves you with a blind spot to the customer during the most important phase of the lifecycle. Customers' purchasing decisions are made at the end of their lifecycle usage, not in the middle when the warranty runs out. Everyone is familiar with the adage, "It was great product 'til the warranty ran out." iWarranty EW gathers critical information about your products throughout the product lifecycle. This information is collected, trended, and summarized so you can manage the "right" priorities to enhance your customers' experience. iWarranty also establishes defect profiles that scan claims, and notify you of new problems as they are emerging. Using warranty intelligence, iWarranty can quickly improve your identification of product problems and raise your quality significantly. A frequent side benefit of this quality improvement is an increase in resale prices which make re-sell opportunities a whole lot easier.

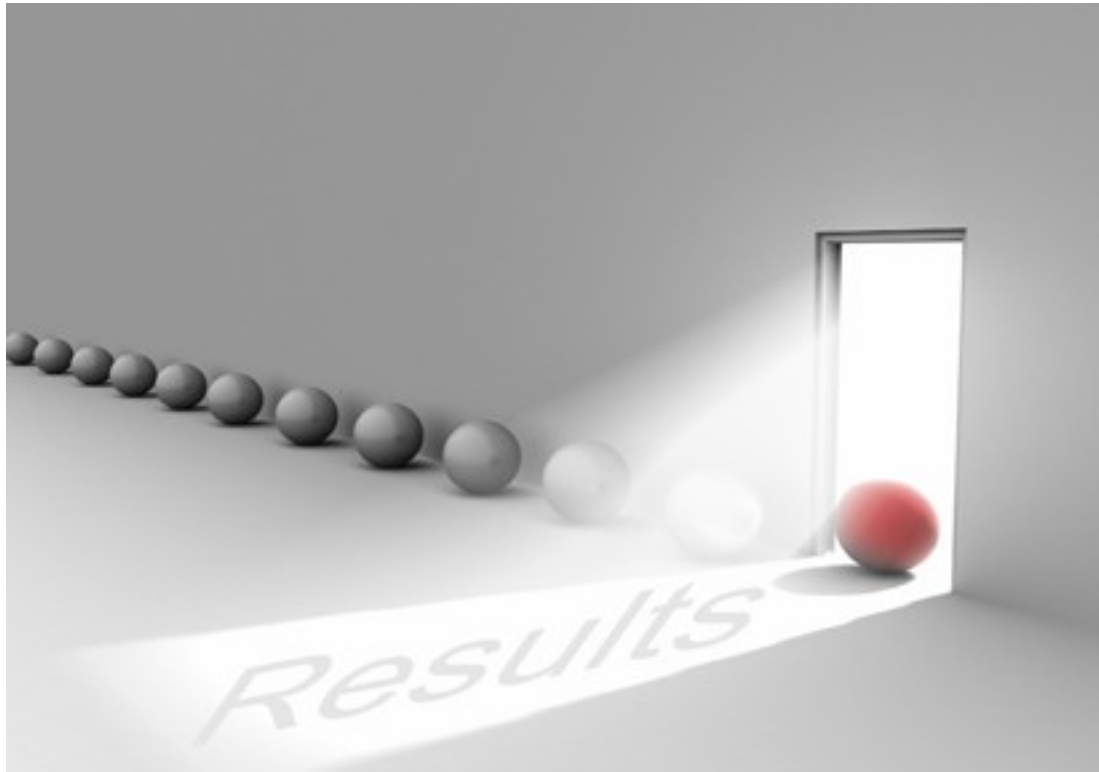
### Points-Cross and Upsell

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#### Don't sell 'em, if you don't know 'em

A key benefit of extended warranty programs is the ability to touch the customer at several key points. These touch points you can use to cross-sell or up-sell your products. You can broaden your service offerings by adding accessories. These touch points also allow you to gather information pertinent to your future marketing, product development, and service chain efforts. By not maintaining contact with your customer after the end of the limited warranty, you lose the customer for life. iWarranty EW extends your reach on the Web, allowing customers to update their information, purchase additional products, or simply keep informed of your company events. A customer portal along with rules and workflow can help you customize your offering without burdening your warranty personnel.





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