

Using Service to Build Loyalty

Launching an enhanced warranty program to reach end-users directly, this manufacturer knew that success depended on ease of use.

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– Director, Product Service Center

Business Issue

A leading manufacturer of power tools was launching a new product line and developed a related warranty program to help with market penetration. Since the company sells through large retailers, it has little direct contact with end-users. By providing an unusual level of service without fee, the company achieved several important goals:

- Indicated its belief in the quality of the product
- Captured valuable end user information from the warranty card
- Gained competitive advantage, and possibly loyalty and brand equity

The warranty program was rolled out online, requiring a custom-built application. It was therefore important to ensure that the application was easy to use for those needing to return products for service or replacement.

Adroit's Role

The company asked Adroit Consulting to design the user interface for each of the tool's user types, and to perform usability testing on the warranty process from the end-user perspective. We created an overall look and feel consistent with the company's Web guidelines. Interface design also reflected appropriate business rules and sound usability principles.

Due to the speed with which the warranty product had to be rolled out, our testing resulted in input to the business rules and to service center processes related to returns.

Outcome

The system is operating effectively. Significant numbers of users have registered for the warranty, the company has rendered repair services, and distributors are submitting tools on behalf of customers. The company considers the incubation period for the service program one of the shortest on record. The company states that “We have hit the mark square on. Our database gathers registrations with easy sign-up options online, on the phone and by mail... Users are flocking to the program in droves. It is often cited as a dealmaker in our conversations.”

“Our success will be judged by our efficiency and by the lasting impression that the customer takes to his next product purchase.”