



The Art & Science Of Extended Warranty Marketing: Driving Financial Return While Delivering A Positive Brand Experience

Presentation by:

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Mr. Shene will present the strategic roadmap for developing a robust extended service plan marketing program that delivers on your company's goals for financial return as well as positive customer experience. The foundation of the roadmap is establishing the clearest understanding of your customer and how best to deliver a message of value relative to your extended warranty offer. The presentation will outline a "crawl, walk, run" approach to building the marketing engine. The foundational elements (**crawl phase**) will include database aggregation and hygiene – overlaying all accurate internal data (registration, transactional, communication, preferences) with key outside sources towards a true 360-degree view of the customer. The **walk phase** focuses building and testing a customer acquisition model that predicts response rates and financial return across multiple marketing channels and campaigns. The **run phase** highlights the importance of measurement and optimization – leveraging the results from each campaign (response rates, post interaction surveys) as well as claims analysis towards sustained performance. The ultimate goal is a extended service plan marketing engine that leverages clean, accurate customer information and predictive analytics such that it's "ever learning" as campaigns are executed and results reviewed.

The presentation will cover the important balance of both the science (database management, predictive analytics, customer modeling / segmentation) and art (creative design, messaging, offer, and ongoing customer communication strategy) required to meet the customers' expectation for a brand experience as well as your expectation for financial return.

Participants will learn:

- The importance of database management as a strong foundation for ongoing extended service plan marketing
- Why ESP marketing must compliment the overall customer lifecycle communication strategy (acquisition, support, retention, and growth)
- The importance of data analytics towards an effective multi-channel acquisition strategy as well as ongoing program optimization
- Why the science of marketing alone may not deliver a positive return on investment
- How the support and execution of an ESP claim can positive impact future acquisition and growth opportunities