



WORKSHOP 3:

Limited Warranty And ESP Program Warranty Analytics: How To Unleash New Profitability And Customer Loyalty

Presenters:

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Workshop Overview

Limited warranty and ESP reserves are experiencing increasing scrutiny by internal and external auditors, company executives, SOX compliance, etc. There are specific GAAP and FASB rulings that apply to the amount of reserves, how they should be earned, income recognition, etc. Having the right loss cost analytics provides significant insights that drive increased profits, improved manufacturing insights, new levels of customer loyalty, ensure regulatory compliance, and more.

Who should attend:

This tutorial will apply to manufacturers who have limited warranty reserves and/or ESP programs, and retailer who have ESP programs. The ESP warranty analytics discussions and learnings will be applicable to companies who carry risk on their own balance sheet as well as those who utilize underwriters. The types of management titles we usually find most applicable include:

- CFO
- Risk Manager
- Claims Administration Managers
- Risk Managers
- Financial Analyst
- ESP Program Managers and Analysts
- Service Management
- Process Improvement Managers

Learning Points:

- Generally accepted methodologies for calculating and trending detailed warranty analytics; as well as the pros and cons of each method.
- Early warning for manufacturers' warranty – what is needed to make it work.
- How warranty analytics at SKU levels can unleash significant new profits for both manufacturer warranty and ESP programs.

- How to optimize ESP program and marketing operations through the utilization of sub-category level warranty analytics.
- 2 actual case studies where warranty analytics led to several program changes, and the results.