



WORKSHOP 6:

Service Revenue Maximization: Key Strategies For Increasing Extended Warranty Attachment & Renewal Rates

Presenters:

Ron Giuntini
President
GIUNTINI & COMPANY

Workshop Overview

This workshop will examine the strategies that companies can pursue to increase extended warranty attachment and renewal rates. The workshop will identify and evaluate the key success factors for selling extended warranties. It will also evaluate how various elements of the service marketing mix (e.g., pricing, portfolio, terms & conditions, etc.) and service delivery infrastructure help or hinder performance indicators. Workshop participants will be educated on best practices that stakeholders can implement to improve financial and operational performance associated with these KPIs. Benchmark data comparing industry average to best in class performance will also be presented as well as case studies of how companies have achieved superior results in selling extended warranties. The information will be compiled a new benchmark research study, never before presented, as well as from twenty years of progressive industry analysis of best practices.

Who should attend:

- Target Audience: CXOs, Vice Presidents, Senior Managers
- Industries: High-Tech, Electronics
- Functions: Warranty, Operations, Marketing, IT, Finance and Quality

Learning Points:

- Key performance indicators associated with selling extended warranties
- Understand issues and challenges to selling of extended warranty
- Best strategies for increasing extended warranty attachment and renewal rates
- Building blocks necessary for achieving sustainable improvements
- Measurable results that best practices have on key financial metrics and operating benchmarks