

# ShowUhow Improves Customer Satisfaction for Manufacturers and Retailers

Consumers expect a lot from manufacturers and retailers with regard to customer service and support. During challenging economic times, consumers place an even higher priority on obtaining value for the price they pay for all of the products they buy. Today, consumers are especially sensitive to the value that they receive for their hard earned income, and seek out manufacturers and retailers who have good reputations for quality, value and service. Consumers determine value across the whole purchase and support lifecycle – including their experience shopping, purchasing, setting up and using products, and the support they receive from both retailers and manufacturers for any questions or issues they have with their product.

In December 2008, ShowUhow surveyed consumers on their holiday shopping priorities. Some of the survey results are listed below. As you can see, best value rated the most important determinant for purchase. It appears that this value orientation also influenced where they planned to shop, as the largest percentage of respondents planned to shop at discount retailers.

## What is most important to you this year? (Check all that apply)

Lowest Price	35%
High Quality	29%
Best Value	76%
Best Service & Return Policy	24%
Convenience	35%

## Where are you shopping this holiday season? (Check all that Apply)

Discount Retailers (Walmart, Target)	76%
Club Stores (Costco, Sam's Club, BJ's)	41%
Department Stores (Macy's, JC Penny)	47%
Specialty Stores (Mall Stores)	29%
Children's Stores (Toys R Us, KB Toys)	24%
Online Stores (Amazon, eBay, Overstock)	53%
Other	24%

As consumers seek to spend wisely and get the best value for their money, they often consider purchasing products that require some assembly, installation, or set-up. Purchasing these products has the advantage of often being more affordable, but can be a challenge to assemble or install. Consumers are often frustrated by the lack of support provided by manufacturers and retailers for assembly, set-up, installation, or detailed explanation of product use. Traditional methods of support, most often providing instruction manuals and providing an 800 number, leave consumers dissatisfied and drive up manufacturer and retailer costs by increasing customer support phone calls and product returns. A recent study by Accenture found that the average return rate for consumer electronics devices in the US is between 11 and 20 percent, and that the vast majority of these products work properly.<sup>1</sup>

<sup>1</sup>Big Trouble with No Trouble Found: How Consumer Electronics Firms Confront the High Cost of Customer Returns Copyright © 2008 Accenture

Manufacturers and retailers are actively seeking ways of improving this situation. In November 2008, ShowUHow surveyed over 100 manufacturers and retailers about their customer service capabilities. Retailers and manufacturers alike reported product usage instructions and product assembly and/or installation instructions as one of their top customer service priorities, and top deficiencies. One of the solutions for this problem is the use of Video Instruction Guides (VIGs) to help consumers overcome the challenges associated with products that require assembly, installation, set-up or detailed explanation of use.

VIGs are powerful tools that help consumers see how to install and use a wide-range of consumer products from consumer electronics to small appliances, kids gear, furniture, and a whole lot more. Now, rather than trying to execute pages of hard-to-understand assembly or installation instructions, consumers can watch a quick VIG online and begin using their new product right away. The VIG provides a live demonstration of the product installation and use process from the customer's vantage point.

Consumers easily see the value of video to solve their customer support needs. In a recent survey, one of ShowUhow's clients, The Step2® Company, LLC -- the nation's largest toddler toy manufacturer and a marketer of high quality plastic products-- asked its customers about



### ShowUhow combines web-based Video Instruction Guides (VIGs) with a consumer friendly service platform that:

- Provides easy-to-use sales and customer support tools
- Offers step-by-step, easy-to-follow, visual instructions for assembly, installation and use
- Lets customers register their products, order parts, and share product feedback all in one place
- Enables consumers to install and use products quickly and easily
- Provides data and analytics on customer support and product issues

their interest in using video to help with product assembly. Over 300 customers responded. Customers were asked "If available, how useful would you find online video assembly instructions for these Step2 products?" Over 86% replied "Very Useful" or "Somewhat Useful," and over 37% of answered "Very Useful." Survey participants were also asked, "If available, would you have used online video assembly instructions?" Seventy-eight percent of responders said "Yes" or "Maybe," and over 30% said "Yes."

ShowUhow also surveyed consumers in February 2009 on their preference to use VIGs when compared to traditional methods of support for putting products together and using them

correctly. The study found:

- 95% of consumers surveyed preferred the use of VIGs over traditional printed user guides.
- 84% indicated a preference for VIGs over calling an 800 number for help setting up or using a product.
- 72% stated they would rather use a VIGs than request help from a customer service representative at their retailer
- 55% indicated they'd rather use a VIGs than using a home delivery and installation service.

### Consumer preference for ShowUhow (SUH) compared to traditional support:

SUH vs. User Guides	95%
SUH vs. 800 number	84%
SUH vs. In-store support	72%
SUH vs. Home Delivery	55%

Using ShowUhow helps manufacturers and retailers improve customer experience and satisfaction, differentiate themselves from the competition, and reduce support costs. ShowUhow also provides manufactures and retailers with new, direct access to consumer information and feedback. Manufacturers and retailers can customize survey questions to gain valuable customer feedback, and have access to extensive platform usage data and analysis to better understand customer behavior and support needs. By minimizing returns and handling customer support issues through the ShowUhow platform, support costs are reduced for both manufacturers and retailers. And by improving the installation and use process you improve customer satisfaction and reduce returns.

Implementing ShowUhow requires no change to the way you do business today. Manufacturers simply include ShowUhow collateral in your product packaging. ShowUhow provides an Awareness Program to communicate the benefits of this solution to your distributors, retailers, and consumers. Retailers receive online, catalog, and in-store point-of-sale materials to promote the ShowUhow benefits to consumers as well as web-based training for their customer service representatives. This combination of point-of-sale promotional materials, packaging, trained staff and an easy-to-use customer support platform will differentiate you from your competitors and have consumers seeking out your brand every time!

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