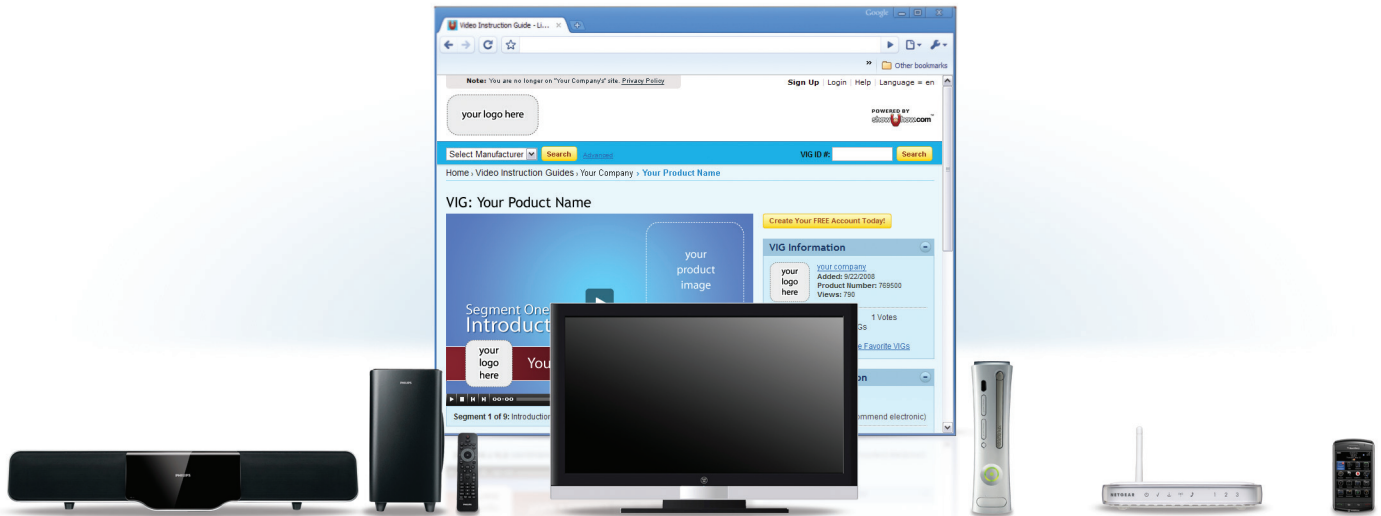


# ShowUhow Provides Manufacturers the Solution for Retailer and Consumer Success



Manufacturers work hard to maintain and grow distribution with existing retailers and acquire new customers. ShowUhow helps ensure your success by providing low cost sales and customer support tools and Video Instruction Guides (VIGs) for products that require installation. 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, and a whole lot more. ShowUhow is the secret sauce for your profitable growth, increased customer satisfaction, and new and repeat orders from retailers. The ShowUhow platform also provides unique reporting and data analysis capabilities, as well as a new way of capturing meaningful customer feedback and market research data.

Retailers are always looking for something extra to give them a competitive edge. Enhancing customer support can make the difference - saving store employees time while reducing product returns and positively impacting their customers' experience and satisfaction. Innovative manufacturers can make this happen – with ShowUhow. ShowUhow is a cost-effective solution that provides retail customers and employees with what they need most – product information and support, with easy to follow, live demonstrations of product installation, available on their schedule, 24/7. All they need is an internet connection. And ShowUhow is easy to implement with no need to change the way you do business today. All you need to do is ship your product to ShowUhow and watch your sales grow.

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 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

## Key Benefits

**Build better relationships with retailers and consumers by solving their customer support issues.**

ShowUhow's innovative customer support platform helps manufacturers provide better and clearer installation and use information and responsive customer support. Now, rather than trying to execute pages of hard-to-understand 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 process from the customer's vantage point. Consumers can also register their product, order parts, and receive coupons right from their desktop.

**Use ShowUhow to sell more products, differentiate your company from the competition, and reduce support costs.**

ShowUhow provides you with direct access to consumer information you never had before. Receiving feedback from customers will help you identify new product opportunities and grow your sales. Manufacturers 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. Enhance your brand reputation and gain customers for life, while doing business your way.

When you add showUhow to your customer support plan, retailers will see that you are supporting customers around the clock and ensuring successful product installation and use. By improving the installation process you can improve customer satisfaction and reduce returns. This helps you and your retail partners improve profitability and maintain valuable customer relationships. Implementing ShowUhow requires no change to the way you do business today. You simply include ShowUhow collateral in your product packaging. ShowUhow provides an Awareness Program to communicate the benefits of this solution to your retailers. 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 employees. 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 looking for your brand every time!

## Easy Start-up Process

**The one-stop solution for your customer support needs.**

With ShowUhow, using video to provide easy installation and use instructions is no longer costly or time-consuming because we do it for you! ShowUhow makes the process quick, painless and cost-effective. Simply send us your product and we'll handle the rest. You get the benefits of a visual tool that provides increased customer satisfaction, better, lower-cost customer support, more product data, and improved retailer relationships.

1

Manufacturer sends products with user guide to ShowUhow

2

ShowUhow produces VIG content demonstrating product assembly and configures VIG template

3

VIG content and templates are presented to manufacturer for review

4

ShowUhow trains manufacturer's team on point-of-sale (POS) tools & support

5

Manufacturer directs consumers to ShowUhow for 24/7 product support. ShowUhow team reviews usage statistics with manufacturer

- Send us your product with existing product assembly instructions
- ShowUhow works with you to define your sales and customer support needs
- ShowUhow uses our facilities, talent, proven methodology and technologies to script, produce and configure VIGs quickly and deliver it to you for review and approval
- ShowUhow hosts the VIGS and produces the automated product support components to meet your requirements
- ShowUhow develops the point-of-sale collateral, training for retailers and packaging materials
- ShowUhow provides an Awareness Program to help you let your retailers and consumers know of this new product benefit
- You get customer feedback, usage analytics, warranty requests, distribution of promotional incentives, as well as a new customer support tool and a new source of customer feedback to improve quality.

## Contact Us Today!

Visit [www.showuhowinc.com](http://www.showuhowinc.com) to learn more. The company can be reached through e-mail at [info@showuhowinc.com](mailto:info@showuhowinc.com), or by calling (858) 492-1222.