

**SECRET**

# SAUCE



## ShowUhow Provides Retailers with the Recipe for Customer Support Success

Leading retailers are actively looking for ways to improve customer experience and gain a competitive edge, while keeping costs low. Increasing customer service levels in stores and online is one of the most cost effective ways of enhancing customer support and improving customers' shopping experience. ShowUhow is a web-based customer support platform that improves customer satisfaction, reduces product returns, helps ensure follow-on sales opportunities are captured, and is much more cost-effective than traditional call center support. ShowUhow is an innovative customer support service that provides web-based, self-service customer support tools with Video Instruction Guides (VIGs). Video Instruction Guides are powerful tools that help consumers see how to set-up, assemble, install or use a wide-range of consumer products from consumer electronics to small appliances, kids gear, furniture, and a whole lot more. 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, ShowUhow is the secret sauce for profitable growth, increased customer satisfaction, and improved brand reputation at a low cost.

Products that require assembly, set-up, or explanation of proper use present unique challenges for retailers, manufacturers and consumers alike. ShowUhow is a cost-effective solution that provides retailers, customers and employees with what they want and need most – product information and support, and an easy to follow, clear and concise live demonstration of product set-up or use, available to them on their schedule, 24/7. All they need is an internet connection.



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

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

## Key Benefits

### Improve customers' product experience by solving their support needs.

ShowUhow's innovative customer support platform helps retailers provide better and clearer assembly, set-up and use information and responsive customer support. Now, for example, rather than trying to execute pages of hard-to-understand assembly instructions, consumers can watch a quick Video Instruction Guide (VIG) online and begin using their new product right away. The VIG provides a step-by-step, live demonstration of the product set-up and use process from the customer's vantage point. Consumers can register their product, order parts, and receive coupons right from their desktop. ShowUhow also helps ensure that the products you sell comply with consumer product safety requirements, by being assembled and used correctly.

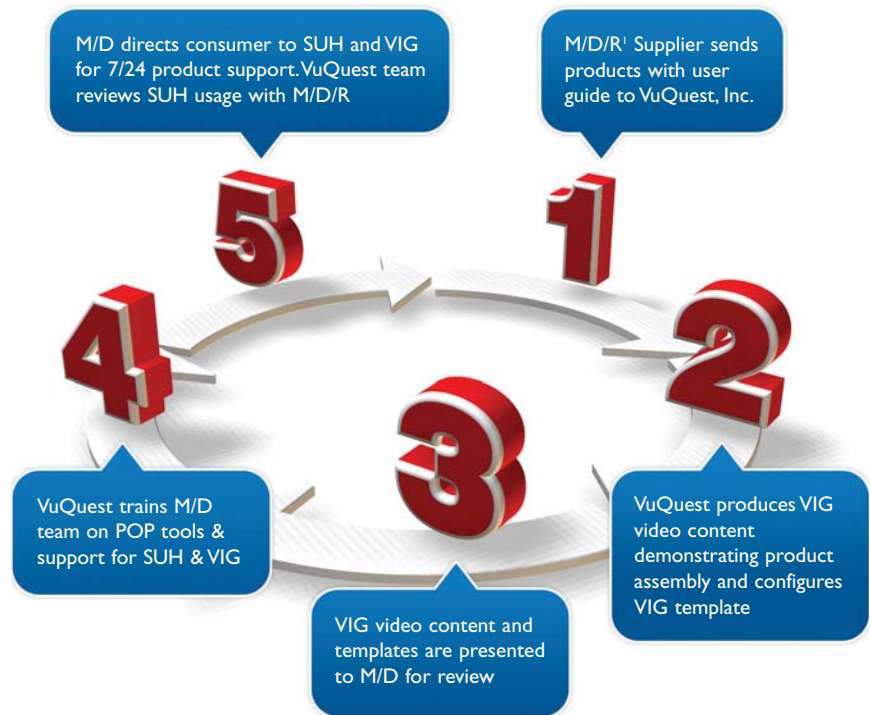
### Use showUhow to increase sales, differentiate your company from the competition, and reduce support costs.

The showUhow platform does a lot more than simply provide VIGs for your customers to help them set-up and use products correctly. It also provides a platform for vital customer interaction, providing retailers with access to customer information and feedback on products and service. 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. Retailers can also offer coupons to increase cross-sales. The results are happy customers who buy more, provide great referrals, and have increased loyalty to your brand.

### Enhance your brand and gain customers for life, while doing business your way.

When showUhow becomes part of your customer care plan – before, during and after the product purchase - you are ensuring a positive customer experience. You are saving your customers time and hassle, eliminating many returns, and saving employees time and effort as well. ShowUhow increases product sales and customer satisfaction while building valuable customer relationships and brand loyalty. Implementing the showUhow customer support platform requires no change in the way you do business today. Your manufacturers simply include showUhow collateral, including inserts and stickers, with their product packaging. You receive online, catalog, and in-store point-of-sale materials to promote the showUhow benefits to consumers and web-based training for your employees. The combination of point of sale materials, packaging, staff training and an easy to use customer support platform is the showUhow secret sauce that will differentiate you from your competitors and have consumers coming to your stores or shopping online more often.

## Easy Start-up Process



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

With showUhow, using video to provide easy to follow product set-up and use instructions is neither costly nor time-consuming. We take care of almost everything. ShowUhow makes the start-up process easy, streamlined and cost-effective. Your manufacturers simply send us their products and we manage all of the details. You receive the benefits of a visual tool that increases product sales, customer satisfaction, better and lower-cost customer support, and access to more customer data.

- Your manufacturers send us their product with the existing product assembly and use instructions
- ShowUhow works with you to define your customer support needs
- ShowUhow utilizes our facilities, talent, proven methodology and technologies to produce and configure VIGs quickly and deliver the completed VIG to your manufacturer for review and approval
- ShowUhow hosts the VIGS and develops the automated product support components to meet your requirements and co-branded with your logo to maintain a consist image to your consumers
- ShowUhow provides the point-of-sale collateral, web-based employee training and packaging materials
- You receive higher customer satisfaction, customer feedback, usage analytics, and distribution of promotional incentives, as well as a new customer support tool and a new source of customer feedback to improve quality

## To Add Your Manufacturers to Our FREE Trial Offer, Contact Us Today!

Visit [www.showuhow.com](http://www.showuhow.com) to learn more. Contact us through e-mail at [sales@showuhow.com](mailto:sales@showuhow.com), or by calling (858) 492-1222.

VuQuest, Inc.

¹ M/D/R refers to manufacturer, distributor and retailer.