

Swann Improves the “Out of Box” Experience with ShowUhow’s Smart Video Platform



BACKGROUND

Swann is a global leader in security monitoring solutions and I.T. peripherals targeting primarily home, office and small-to-medium retail users. The company's products are mainly do-it-yourself (DIY) which requires that they provide easy-to-follow 'plug-and-play' instructions, full after-sale technical support and retail-friendly product packaging. Close collaboration with Swann's retail partners including Fry's Electronics, Radio Shack, Menards, and BandHPhoto.com is key to the company's success.

Swann identified a weakness within their support offering: a lack of professionally produced product video content. This is particularly important given the DIY nature of their products.

Swann recognized that providing live action video not only differentiates their products from their competition at the point-of-sale but also drives down calls to customer support during the installation process. Set-up related customer service calls can be lengthy, expensive and cut into margins. After-sale support lowers the incidence of “no problem found” returns and saves Swann from a massive sorting process when these returns are combined with damaged goods from the retailer.

“We’ve been through rigorous market research over the past 6 months where we exposed other formats to consumers and it was overwhelming that what they loved most was the ShowUhow video support guides.”

-Jeremy Stewart, Vice President - Global Marketing, Swann

“Very happy with it [VIG] and it’s simple to use. Recommend anyone looking for a security camera to buy Swann.”

-Swann Consumer

Consumers agree. In a recent ShowUhow consumer survey, there was overwhelming preference for video instruction guides.

Customers prefer Video Instruction Guides (VIGs)

ShowUhow recently surveyed a group of consumers and found that:

- **84%** prefer VIGs to calling an 800 number for help with product set-up or use
- **95%** indicated a preference for VIGs over traditional printed user guides
- **72%** stated they would rather use a VIG than request help from a customer service representative at their retailer

GOALS

Swann’s objectives were to improve the “out of box” experience and reduce related support costs and returns for their latest surveillance products. Specifically, Swann sought to create VIGs on their site and retailer sites for:



Pre-Sale: Educate shoppers before they buy about the set-up process so that they are more informed when they get their purchases home

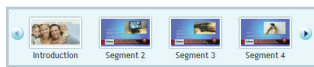


Post-Sale: Provide 24x7 self-help support that shows step-by-step product set-up and use, self-serve support tools, survey and feedback

SOLUTION

Swann partnered with ShowUhow to achieve these objectives. They selected two new surveillance products for which the ShowUhow team produced helpful and informative VIGs that make set-up easy.

Each VIG includes a 60-second pre-sales overview, an infomercial that highlights key features and benefits. Post-sale, consumers can access a multi-segment instructional guide that shows them what's inside the box and each step required to begin using their Swann security product.



Consumers can watch the segments in any sequence as often as necessary. They can also share the VIG with a friend or save it to view another time.

See a live preview: www.swannsecurity.com/s/training/interactives/

The VIGs, produced and hosted by ShowUhow, are available on the Swann website and syndicated to an increasing number of retailer websites including BestBuy and Buy.com.



The ShowUhow platform delivers the VIG that includes additional information useful for Swann consumers, including tool requirements, hours and contact info for customer service, links to the user manual, safety & warning information, as well as the warranty.

Another major advantage of the ShowUhow platform is Swann's ability to capture product feedback directly from purchasers, custom survey data and VIG usage – in real time!

RESULTS

Swann is very pleased with ShowUhow's effectiveness and ease of use. In fact, if a consumer calls Swann customer service with a simple question, the agents are trained to direct them to view the video instruction guides – allowing them to focus their attention on more complicated calls.

Feedback from Swann consumers confirm that the ShowUhow Video Instruction Guides are highly effective.

- **82%** were very satisfied with the VIG experience
- **60%** agreed VIGs helped them understand written instructions

Significant Increase in Margins - ShowUhow collaborated with multiple clients to compare SKU-level data for products before and after they were enrolled in the SUH program and syndicated to top 10 retailer sites. Results underscore the significant effect ShowUhow has on increasing gross margin and revenue.

| | IMPACT |
|--|----------------|
| 10% - 20% Reported Increase in Sales | Revenue ↑ |
| 40% - 50% Reduction in Support Calls | Gross Margin ↑ |
| 20% - 30% Reduction in Product Returns | Revenue ↑ |

Manufacturer results based on SUH product after 4 months in top 10 retailer

Jeremy Stewart, Vice President - Global Marketing at Swann said, "ShowUhow has quickly emerged as a leader in their field. They are experts at producing product videos that make even the most technical information consumer-friendly." He added, "ShowUhow is extremely customer-friendly and we hope to have a bright future together, with them as our key partner for post-purchase product video content!"

"These VIGs would be great to be downloaded to an iPhone for portability and reference while setting up if not near internet connection."

-Swann Consumer

Swann plans to expand use of ShowUhow to get more consumers engaged with the self-help support tools and improve the "out of box" experience for their products. Initiatives include expanding the program to cover more Swann products, syndicating to additional retailers, packaging a VIG DVD with the product, launching Swann VIGs on the ShowUhow Mobile platform for the iPhone, iPad and iTouch, and directing consumers to VIGs from the packing slip.

About ShowUhow

ShowUhow, Inc. is the developer and provider of a web-based video sales and support platform that helps manufacturers and retailers increase sales and reduce customer support and return costs, by showing consumers how to set-up and use their products easily. ShowUhow develops, hosts and distributes straightforward and engaging Video Instruction

Guides (VIGs) and comprehensive self-help tools that provide effective pre-sales education and set-up expectations, as well as step-by-step tutorials that improve the "out of box" experience. The Company has solutions deployed for manufacturers in consumer electronics, appliances, children's products, recreation outdoor, and furniture categories at 8 of the top 11 retailers, including Costco,

Best Buy, Amazon, Walmart, Sears/Kmart, JC Penney, Radio Shack, Buy.com, and Toys "R" Us.

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