

# CE360™ Remorse Returns Management

## Situation:

With the increase in development and use of more complex consumer devices, including smartphones and digital cable boxes, there is an increasing danger of remorse returns, cancellations and service downgrades. This generally occurs due to frustration with a complex installation, or lack of understanding of the operation or feature set of the complex device.

Accenture recently published a study documenting this phenomenon, noting that a high percentage of returned complex devices had a “no trouble found” outcome at the repair center. They also found that remorse returns could be reduced by over 20% if an outreach to the customer occurred within 24 hours of purchase.

## Solution:

The CE360™ Remorse Returns Management service offering addresses the needs of retailers, wireless carriers, equipment manufacturers and cable/pay TV MSOs (Multiple System Operators) by reaching out to new and upgrading customers/subscribers to:

- Welcome and Assist with Activation & Installation
- Educate on Capabilities and Usage
- Capture NetRecommender Scores to Measure Perceived Benefit of Offering
- Enable Troubleshooting and Continuous Learning/Improvement

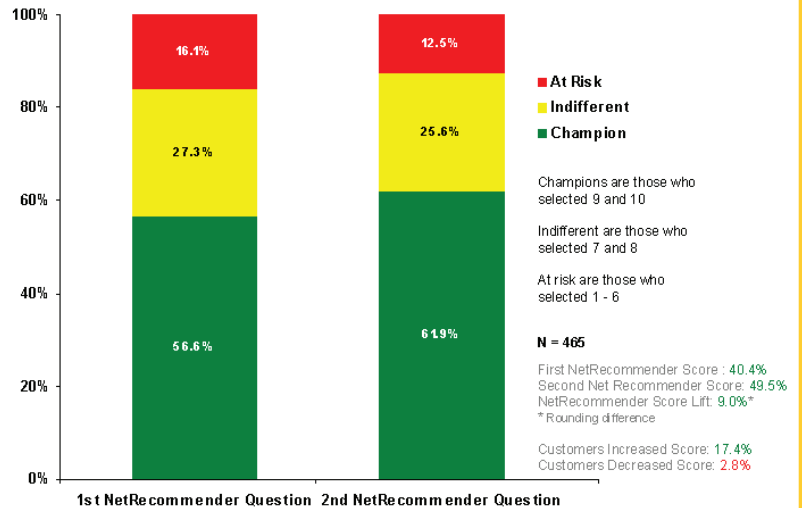
With CE360™ Remorse Returns Management, your customers will have a more positive initial experience with your product and/or service; reducing buyer’s remorse-related returns or downgrades, and keeping satisfaction high.

OnProcess provides you with:

- Data Driven Insights
- Clear, Actionable Reporting
- Speed to Implementation
- Proactive Troubleshooting / Problem Resolution / Education
- Measurable Impact on Retention, Customer Satisfaction

As a result, you’ll experience:

- Reduced Remorse Returns & Related Costs
- Higher Retention
- Improved Product/Service Awareness & Utilization
- Improved Customer Experience – NetRecommender Score



**Sample NetRecommender Impact Metrics**