

NEW Corporation

- Situation** NEW is the nation's leading provider of extended service contracts and buyer protection services. With eight call centers and more than 2,400 employees across the United States, NEW serves most of the nation's largest technology retailers and manufacturers. Even though NEW pioneered the extended warranty business and enjoys good brand recognition, they were starting to face increasing competitive forces in the marketplace. NEW brought Channel Communications on board to re-define the company's brand positioning and create a new, consistent look and feel for their marketing and advertising.
- Solution** We conducted one-on-one interviews with nine senior NEW executives to better understand the company goals and culture and build consensus for the positioning. We then mapped out a 12-month integrated marketing plan consisting of quarterly campaign efforts that culminated at the January 2006 Consumer Electronics Show (CES) in Las Vegas, Nevada. CES is the largest trade show of its kind and everyone involved in the electronic business attends. It is a huge opportunity for NEW to set up appointments and capture leads for eventual follow-up sales opportunities.
- We rolled out the integrated marketing plan with a new positioning strategy and a compelling tagline. From there, we created a stunning series of print and web trade ads, developed collateral brochures, public relations and refined their web site. We also engineered an interactive trade booth for CES with attention-grabbing graphics and pertinent marketing messages.
- Result** The campaign has been successful in defining NEW's brand promise in the extended warranty category and, more importantly, to its clients and prospects. Integrated marketing efforts to date have resulted in the strong capture of high-quality leads for 2006. In addition, public relations efforts garnered a first ever Innovations Award for NEW at the January 2006 CES.

o tagline and positioning

o advertising campaign

N.E.W. delivers unmatched results for its clients, helping them achieve financial goals, improve operational efficiencies and increase customer loyalty. Every aspect of the company has been designed to deliver exceptional results that positively impact clients' bottom line profits.

Results. Guaranteed.

How did NEW double a retailer's service plan sales in just 90 days?

A national specialty retailer switched to NEW after 12 years with another service plan provider. NEW restructured the program, adding features and increasing the customer value. NEW also introduced focused associate training and innovative sales materials. This results-oriented approach more than doubled program performance in just 90 days, and within the retailer's first six months with NEW, service plan sales increased 273 percent.

This kind of turnaround isn't unique. With NEW, it's just business as usual. In fact, companies that have made the switch to NEW experienced, on average, a 75% increase in service plan sales their first year. Using our proprietary Adaptive Program Management™ process, NEW continuously evolves client programs—bringing impressive results year after year. Clients partner with NEW for one simple reason—our proven methods give them the results they need. Guaranteed.

How did NEW generate \$22 million in additional sales for a national retailer?

After 5 years with another service plan provider, a leading national retailer came to NEW looking for more impressive results. NEW restructured the program, changing price points and coverage terms, and launched an extensive training program that improved program support. Within the first 18 months, NEW increased the retailer's attachment rates from less than 1% on eligible products to over 14%, generating \$22 million in incremental sales.

All business want extraordinary results and the profits that follow. That's just what NEW delivers. Clients partner with NEW for one simple reason—our proven methods give them the results they need. In fact, companies that have made the switch to NEW experienced, on average, a 75% increase in service plan sales their first year. And our proprietary Adaptive Program Management™ process allows NEW to continuously evolve client programs—guaranteeing impressive results, year after year.

How did NEW increase service plan renewals and simultaneously improve program profitability?

A leading national retailer came to NEW wanting to improve its service plan renewal program. NEW rebuilt the program, eliminating products that lost money, adjusting prices, testing different direct marketing approaches and developing a predictive model that identifies customers most likely to respond. In just one year, NEW's approach dramatically increased response rates and generated an additional \$6 million in renewal revenue.

With its unique approach to direct marketing, NEW delivers exceptional results. Guaranteed.

NEW continuously improves client programs — both in-store and after the sale. Using sophisticated direct marketing strategies, NEW provides its clients with the right tools for their plan renewals. Whether it's testing pricing strategies, comparing alternative marketing channels and creative approaches or modeling customer files to pinpoint the highest potential respondents, NEW's direct marketing expertise gets results.

How did NEW build a manufacturer warranty program that reduced costs and increased customer service?

When a leading manufacturer significantly increased sales, they chose NEW to create a warranty program that would grow with them. NEW developed a turn-key solution that improved product troubleshooting, established an authorized service network and streamlined parts distribution, warranty adjudication and claims processing. In its first two years as warranty administrator, NEW successfully managed over 40,000 customer calls on 65 different products.

With NEW, your warranty program gets results. Guaranteed. NEW's customized approach to warranty administration delivers exceptional customer service, reduces product returns and increases customer loyalty. Whether you need an end-to-end warranty management solution or simply want to enhance specific capabilities, NEW can develop a program that meets the needs of your customers and your colleagues.

Extended Warranties. Customer Care. Manufacturer Warranty Services.
© 2005 N.E.W. Customer Service Companies, Inc.

Looking for results? Contact Rob DiRocco, VP - Sales and Business Development, at 1-800-WHAT'S NEW, ext. 3735, or RDiRocco@newcorp.com today.

www.newcorp.com **RESULTS. GUARANTEED.**

Customer Care. Manufacturer Warranty Services. Extended Warranties.
© 2005 N.E.W. Customer Service Companies, Inc.

Looking for results? Contact Rob DiRocco, VP - Sales and Business Development, at 1-800-WHAT'S NEW, ext. 3735, or RDiRocco@newcorp.com today.

www.newcorp.com **RESULTS. GUARANTEED.**

No matter how you define success, NEW delivers. Every time.

- Higher profits
- Innovative programs
- More efficient operations
- Improved customer loyalty

NEW
Extended Warranties
Customer Care
Manufacturer Warranty Services




Different businesses have different definitions of success.

For some companies, success could mean increasing service plan sales. For others, it could mean restructuring warranty programs and developing new service capabilities to improve customer loyalty.

Regardless of their need, companies choose NEW because we deliver productive, cost-effective service solutions that keep our clients, and their customers, happy.

However you define success, NEW is committed to giving you the results you need. Guaranteed.

Since we opened our doors more than 20 years ago, we've focused exclusively on producing results for our clients through innovative programs, superior product protection, and unmatched customer care.

That's why NEW is the industry leader in service plan and warranty administration, and why we'll continue to lead in the years to come.

NEW is committed to giving you the results you need. Guaranteed.

At NEW, we're constantly looking for ways to help our clients succeed. That's why we've created service plan programs that target and monitor, refine, and adjust these plans to maximize performance. That's why more of the top optics retailers partner with NEW than any other provider.

NEW creates service plan programs that get the most out of your plan and keep your business in top form. Then we create plans that target and monitor, refine, and adjust these plans to maximize performance. That's why more of the top optics retailers partner with NEW than any other provider.

NEW's warranty administration for manufacturers, cut-sale service keeps customers happy. D. Peacock and Associates for delivering "An Above-and-Beyond Experience," setting the standard for our industry.

NEW defines the industry with innovations that customer care and enhance brand loyalty. All the knowledge is focused on a single goal — to help our clients succeed.

Retailers partner with NEW for one simple reason — our proven methods give them the results they need.

In fact, retailers that move their service plan programs to NEW experience a 79% increase in sales over within the first year.

How does NEW get results? When you partner with NEW you get over 20 years of experience in the industry, and a well-earned reputation for delivering results. NEW's proprietary Adaptive Program Management™ process focuses the NEW team on your business, creates detailed plans, and allows us to continuously refine and improve your program over time — delivering outstanding results for years to come.

With innovative programs designed to drive sales and enhance customer satisfaction, NEW's focused approach and personal attention helps every client get the results it needs.

Retailer Success Stories

Restructured program delivers \$22 million in incremental sales.

- National retailer switched to NEW after working with competitor for 5 years
- Previous program was under performing, achieving a close rate of less than 1%
- NEW restructured and rolled out a new program with extensive training to the retail staff
- Within 18 months, NEW's approach increased attachment rates to 14% and delivered \$22 million in additional sales

Service plan sales increase 272% in six months.

- National specialty retailer moved their program to NEW after 12 years with a competitor
- NEW overhauled program structure, changing price bands and coverage terms, adding features and refining store associates
- Program performance now has doubled in just 90 days, with retail service plan sales increasing 272% within six months

Manufacturers choose NEW for innovation that pays — with cost-effective service solutions and long-term customer loyalty.

When NEW helps you manage your warranty program, you get the results you need, and the benefits that follow.

NEW's customized approach to warranty administration delivers exceptional customer service, reduced product returns, and increased customer loyalty. Whether you need an end-to-end warranty management solution or simply want to enhance specific capabilities, NEW can develop a program that meets the needs of your business.

We use our extensive network from more than 30 years in the industry to give you the best personnel, product coverage, and repair services. At NEW, we're dedicated to delivering solutions that keep your customers coming back...and your costs down.

Manufacturer Success Stories

48-hour White Glove program increases customer satisfaction.

- Major international manufacturer partnered with NEW to create White Glove service for high end video products
- NEW developed high touch customer care and service dispatch system to provide 48-hour in-home service
- Program has improved customer satisfaction and decreased return and buy-backs for the manufacturer and retailers

Recall Management program saves \$15 million.

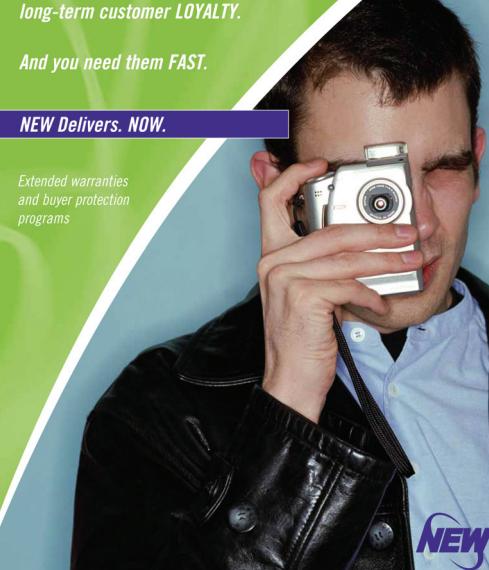
- National specialty retailer hired NEW to facilitate in-store repair of defective product
- Over 7,700 units required repair within 30 days or key retailer would return all products
- NEW implemented end-to-end solution for parts logistics, service scheduling and daily reporting of repair status
- Repairs completed to retailer's satisfaction, all product remained in stores and manufacturer booked \$15 million order

You need increased PROFITS, innovative SOLUTIONS, and long-term customer LOYALTY.

And you need them FAST.

NEW Delivers. NOW.

Extended warranties and buyer protection programs




NEW creates the right programs for your needs, then continuously refines them for rapid results.

NEW's Adaptive Program Management™ begins with listening ... and learning. Since every business is different, we start by listening to you — learning how your business works, understanding your culture and discovering what makes your company unique. Then our dedicated account teams combine what we've learned about your merchandise mix and selling environment with their years of experience to create innovative programs that will increase profits now.

Next, we develop in-store merchandising materials that complement your brand strategy and graphic treatment, and create sales training programs consistent with your training philosophy and delivery methods. Once the programs are launched, we monitor results and implement enhancements that maximize performance.

NEW Delivers. NOW.

A national specialty retailer chose NEW after 11 years with their previous service provider. The next year with NEW, service plan sales had increased 378%. And sales increased an additional 140% the next year.

Adaptive Program Management™ Model

```

graph TD
    BusinessUnderstanding((Business Understanding)) --> Reporting((Reporting))
    BusinessUnderstanding --> DirectMarketing((Direct Marketing))
    Reporting --> ProgramDevelopment((Program Development))
    DirectMarketing --> SalesDevelopment((Sales Development))
    ProgramDevelopment --> SalesDevelopment
  
```



The image displays four separate browser windows, each showing a different section of the NEW website. The top-left window shows two customer service representatives at work with the text 'Only a few are certified.'. The top-right window shows a JD Power award for 'Certified Call Center' with the text '...for delivering "An Outstanding Customer Service Experience"' and a photo of a smiling customer. The bottom-left window shows an exterior view of a modern building with the text 'And in the service plan ... NEW is the first.' The bottom-right window shows a smiling customer and employee in a store with the text 'Outstanding customer service keeps customers coming back.' and another JD Power award.

This is the main screenshot of the NEW website homepage. It features a large banner image of a female customer service representative wearing a headset. The header includes the NEW logo and navigation links for 'Who we are', 'What we do', 'Careers', 'Service providers', and 'HOME'. Below the banner, a headline reads 'Increase Profits and Enhance Customer Loyalty With NEW'. A subtext states: 'NEW is the leading provider of extended service plans, buyer protection programs and product support for retailers, manufacturers, utilities and financial service companies.' A section titled 'When you partner with us, you'll benefit from our:' lists three categories: 'EXPERIENCE', 'QUALITY', and 'FOCUS'. At the bottom, a call-to-action button says '< Registering a Service Plan? Enter Here.' and provides links to 'Home / Site Map / Terms of Use / Contact Us' and '© N.E.W. Customer Service Companies, Inc. All Rights Reserved.'

100

Most companies would call increasing service plan sales 100% in 90 days "a job well done." We call it "a good start."

At NEW, this type of turnaround isn't unique. It's business as usual.

After 12 years with another service plan provider, a major retailer switched to NEW. We restructured their program with new value-added features, extensive associate training and more effective sales materials. In just 90 days plan sales doubled and by the end of the first six months, they were up 273%. And that was just the beginning. Since moving to NEW four years ago, this retailer's service plan sales have increased 1,083% and are still going strong.

When you partner with NEW, you can expect results like these. With over 100 people in our sales and marketing department, we are dedicated to driving results for your program. And that's why clients who switch to NEW experience, on average, a 79% increase in service plan sales their first year.

Looking for results? Contact Rob DiRocco, VP of Sales and Business Development at RDiRocco@newcorp.com or visit www.newcorp.com today!



Driven by results.

© 2007 NEW Customer Service Companies, Inc.

2,828

Our approach to one retailer's service plan program increased sales 2,828% within the first year. And we're not done yet.

NEW's unique approach to service plans delivers extraordinary results.

A major national retailer switched to NEW because their service plan program was underperforming. NEW restructured the program with added features and improved retail prices. We re-launched the program with a strong emphasis on training mid-level managers and sales associates. Since taking over this retailer's program three years ago, NEW has generated nearly \$80 million in additional high-margin sales.

NEW regularly delivers impressive results for our clients. In fact, clients who switch to NEW experience, on average, a 79% increase in service plan sales their first year. It's the result of our unmatched expertise and dedication to our clients' success.

Looking for results? Contact Rob DiRocco, VP of Sales and Business Development at RDiRocco@newcorp.com or visit www.newcorp.com today!



Driven by results.

© 2007 NEW Customer Service Companies, Inc.

192

Our innovative approach to service plan management for one major retailer resulted in a 192% increase in sales. And one very happy client.

NEW delivers extraordinary results every day.

One leading national retailer came to NEW looking to increase sales and add new product categories. We revamped the program structure, refocused training efforts, and introduced plans on new product categories for results that most clients would consider extraordinary. We increased service plan sales by 74% in the first year alone and within three years, sales were up by 192%. Around here, that's just business as usual.

When you partner with NEW, you can expect dramatic results. With unmatched expertise in retailing, account management, marketing, product development and implementation, we are dedicated to our clients' success. And that's why clients who switch to NEW experience, on average, a 79% increase in service plan sales their first year.

Looking for results? Contact Rob DiRocco, VP of Sales and Business Development at RDiRocco@newcorp.com or visit www.newcorp.com today!

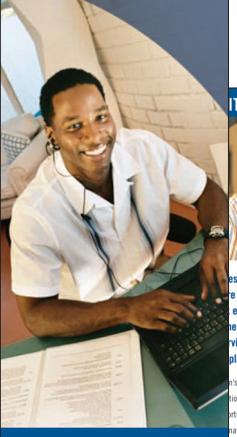


Driven by results.

© 2007 NEW Customer Service Companies, Inc.

- o recruiting exhibit booth
- o recruiting brochure
- o recruiting print ads

A NEW OPPORTUNITY IS CALLING.	ANSWER IT WITH A GREAT FUTURE IN CUSTOMER CARE.	DON'T KEEP YOUR CAREER ON HOLD.
 <p>Work for the nation's leading provider of extended service plans and buyer protection services.</p> <p>Start a great career in customer care:</p> <ul style="list-style-type: none"> Help customers with their products Troubleshoot product problems and provide solutions Make arrangements for product service or replacement <p>Work with leading brands</p> <div style="display: flex; justify-content: space-around; align-items: center;">         </div> <p>...and many more</p> <p>www.newcorp.com</p>	 <p>Join a company with paid training, opportunities for advancement, a supportive work environment and much more.</p> <p>Enjoy excellent benefits</p> <ul style="list-style-type: none"> Competitive wages Consistent schedule Paid training Health insurance, including medical, dental, vision and prescriptions 401(k) and contribution matching Flexible spending accounts Tuition reimbursement assistance Paid time off, company-paid holidays and employee referral program <p>"NEW is an incredible company built on values, commitment to quality and dedication to service. Not just to our clients, but to the hundreds of employees who work hard every day. These dedicated, fun, and diverse people chose NEW as an employer they trusted to meet their needs and goals. Now, they're part of our family."</p> <p>—Tony Nader, CEO</p>	 <p>We're looking for qualified, enthusiastic people.</p> <p>Requirements</p> <ul style="list-style-type: none"> Excellent customer service skills 1 year previous experience (customer service, retail, or call center) Exceptional speaking and writing skills Able to follow guide sheets and scripts Basic computer skills, familiar with Windows Typing speed of 30+ words per minute High school diploma or GED Able to complete 3- to 4-week paid training program <p>Join a customer service leader— Apply online at www.newcorp.com/jobs</p> <p>NEW <i>Driven by results.</i></p>

A NEW OPPORTUNITY IS CALLING.	ANSWER IT WITH A GREAT FUTURE IN CUSTOMER CARE.	NEW OPPORTUNITY. SMART CHOICE.
 <p>Work for the nation's leading provider of extended service plans and buyer protection services.</p> <p>As a Customer Care Representative, you help customers by answering their questions, troubleshooting problems with their product and arranging for service or replacement when needed.</p> <p>NEW Customer Service Companies is an equal opportunity employer.</p> <p>www.newcorp.com</p>	 <p>When you join our Home-Based team, you enjoy all of the benefits of working from home with the support of an industry leader. You also build a career with opportunities for advancement, take part in paid training and enjoy generous employee benefits, including:</p> <ul style="list-style-type: none"> Competitive wages Incentive plans Free DIRECTV Paid time off Consistent schedule Paid training <p>We have built a talented team of Customer Care Representatives who work for us directly from their homes. Explore the possibilities of a Home-Based career with a dynamic and caring company—and discover for yourself the opportunities to learn, grow and experience great personal and professional satisfaction along the way!</p> <p>Ready for a NEW opportunity to join our team? Log on to www.newcorp.com/careers and submit your online resume today.</p>	 <p>Are you interested in working for an established customer care company with great benefits, a positive work environment and opportunities for advancement?</p> <p>If the answer is yes, NEW could be the place for you.</p> <p>We are currently hiring Customer Service Reps. If you have a knack for customer service, strong communication skills and can operate a computer, we want to talk to you.</p>

NEW OPPORTUNITY. SMART CHOICE.	NEW OPPORTUNITY. SMART CHOICE.
<p>NEW <i>Driven by results.</i></p> <p>NEW Customer Service Companies is an equal opportunity employer.</p> <p><i>Apply in person or over the web.</i></p> <p>3000 NEW Way Hays, KS 67601 123-456-7890 www.NEWcorp.com/jobs</p>	 <p>Are you interested in working for an established customer care company with great benefits, a positive work environment and opportunities for advancement?</p> <p>If the answer is yes, NEW could be the place for you.</p> <p>We are currently hiring Customer Service Reps. If you have a knack for customer service, strong communication skills and can operate a computer, we want to talk to you.</p> <p><i>Apply in person or over the web.</i></p> <p>3000 NEW Way Hays, KS 67601 123-456-7890 www.NEWcorp.com/jobs</p>