



## Where Brands Connect with Consumers.



### Background

Consumers and small businesses purchase electronics, appliances, and many other consumer goods to enhance their lives or support their business operations.

However, manufacturers, warranty service companies, and others who have a vital interest in knowing their end-customers have little or no direct connection, because most consumer products are sold through distribution or channels.

The innovative eNbind cloud service and mobile app change this model by providing a post-sale engagement platform that connects consumers directly with brands to help assure the product lifetime experience.

Mass market vendors gain the ability to cross-sell, up-sell and protect the overall brand through closer interaction with their ultimate end customers. And consumers gain an easy-to-use, intuitive interface to manage warranties, service, support and more for their purchases.

Consumers purchase a wide variety of items to complement and enhance their lives and lifestyles. Similarly, small businesses purchase products to support their operations. However, many of the purchased items will require maintenance, accessories, consumables or support at some point in their respective lifetimes — and consumers have great difficulty in managing the sheer volume of documentation, warranty information and support contacts generated by all their purchases.

Brands that target the consumer market usually operate through distribution or retail channels, and thus have no direct connection to the ultimate end-consumer. Further, warranty service companies, vendors of accessories and consumables, and similar companies seek to identify and engage with their target consumer markets. Collectively, these mass market vendors struggle to gain the business intelligence that will allow them to protect and grow their brand image, and to market additional products, spares or services.

eNbind changes the paradigm for mass market vendors by providing a direct, actionable channel to send product updates or recall notifications, while giving consumers an easy, zero-cost means of managing their important post-purchase information.

### eNbind: For Consumers

Industry research has found that 90 percent<sup>1</sup> or more of warranty registration forms for consumer purchases are never returned to the manufacturer. eNbind allows manufacturers to replace the entire warranty registration process with a single QR code on the exterior packaging and/or on product documentation.

Consumers need only take a photo of the QR code with their Apple or Android smartphone or tablet. On first use, eNbind prompts the user to download and install the free app. (Subsequent products can be registered using the pre-installed app.) Now, all their eNbind-enabled product information is stored in one convenient place. Notifications can be set by the consumer to remind when maintenance is required, warranties are expiring, or other actions are needed. All data is stored securely, safely and privately. Interaction with brands through social media and forums becomes easy. And consumers now have just one, unified go-to place for anything they might need post-purchase, thus greatly enhancing the lifetime product and brand experience.



## eNbind: For Brands

In a nutshell, manufacturers or other authorized parties engage with eNbind to set up their post-purchase consumer engagement platform. Products are enrolled in the eNbind platform, with critical product information such as warranty dates. A distinct QR code is generated and provided for inclusion in each product or model.

On product registration by the consumer, the mass market vendor or their designee receives the consumer registration information via eNbind integration service.

Through eNbind, the mass market vendor now has the ability to engage in consumer-directed marketing, i.e., the consumer has the ability to reach out directly to the vendor for support, spares and consumables, and other purchases. eNbind also supports timely, direct recall notifications, should they be necessary.

Conversely, the mass market vendor now has the ability to reach out directly to the ultimate end-consumer to engage in opt-in marketing updates and other activities, thus helping to ensure a positive post-sale brand experience.

## The Benefits: For Consumers

eNbind elevates the brand experience for consumers and small businesses by providing a direct connection to the manufacturers, warranty service companies and others that will support and enhance the lifetime product experience for their purchases. No longer do they have to search filing cabinets, spreadsheets and other mechanisms for the information they require when something goes wrong, when they need support

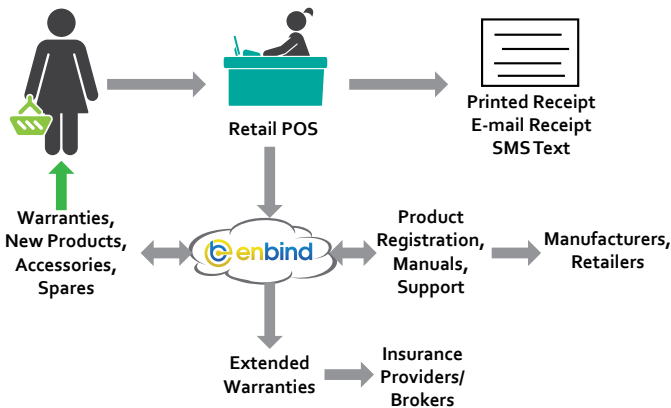


Figure 1: eNbind Consumer Product Purchase Flow

<sup>1</sup>Warranty Week, <http://www.warrantyweek.com/archive/ww20030714.html>



or advice, or when they wish to purchase upgrades, add-ons, spares or consumables.

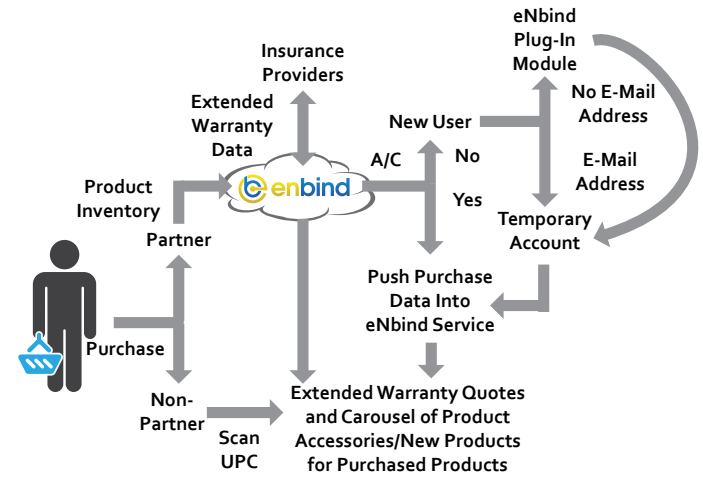


Figure 2: eNbind Manufacturer Use Case

## The Benefits: For Mass Market Vendors

eNbind provides the first and only unified platform for complete, end-to-end post-purchase/post-sale product lifetime management. Through eNbind, mass market vendors gain the ability for continuous customer and brand experience management, throughout the product lifetime, while building and nurturing brand affinity. A customizable dashboard provides the big picture on consumer/small business purchasing patterns.

Further, eNbind enables mass market vendors to land and expand sales of new products and services to current customers through an opt-in and engagement process, without resorting to junk mail and/or brute cold-calling tactics. And of course, eNbind ensures customer data privacy and compliance with corporate best practices for privacy and information security.

eNbind will be most effective for the marketing departments of manufacturers and warranty service providers. Others that may also benefit include service and spare sales departments, brand management, customer care and similar functions.

## Summary

By directly connecting the consumer or small business with the mass market vendors who will support the products they have purchased, eNbind increases the lifetime value of the products and associated services, while building and nurturing brand affinity, protecting the brand, and giving mass market vendors new avenues to reach large and lucrative markets.

For more information, visit:

[www.enbind.com](http://www.enbind.com)

