

WHIRLPOOL OWNER PROGRAM

Whirlpool is dedicated to taking care of everything for our owners. Over the last few years **we have been building resources and tools that will make sure consumers love their appliances and know how to get the most out of them** when they get home. We are continuously working to add more resources and **improve the experience with an objective of being there for our owners and making their lives easier.**

Check out the details of these resources below.



RESOURCES AVAILABLE TO ALL OWNERS

Easy access to tools on our websites and YouTube channels.



CUSTOMIZED RESOURCES

Helpful info and tips sent directly to the owner's inbox.

Customized resources are only available to consumers who register and opt in to our email communications. It's important to tell the consumer this in store and build their excitement for the helpful, customized benefits they will receive.



ENSURE THE CONSUMER KNOWS THE BENEFITS OF REGISTERING THEIR APPLIANCE AND OPTING IN TO EMAIL COMMUNICATIONS.



RESOURCES AVAILABLE TO ALL OWNERS

We've ensured that owners can easily access info related to their appliances when and where they need it. Our websites and YouTube channels are constantly being updated with relevant videos, articles and FAQs to help owners easily get answers to their questions.



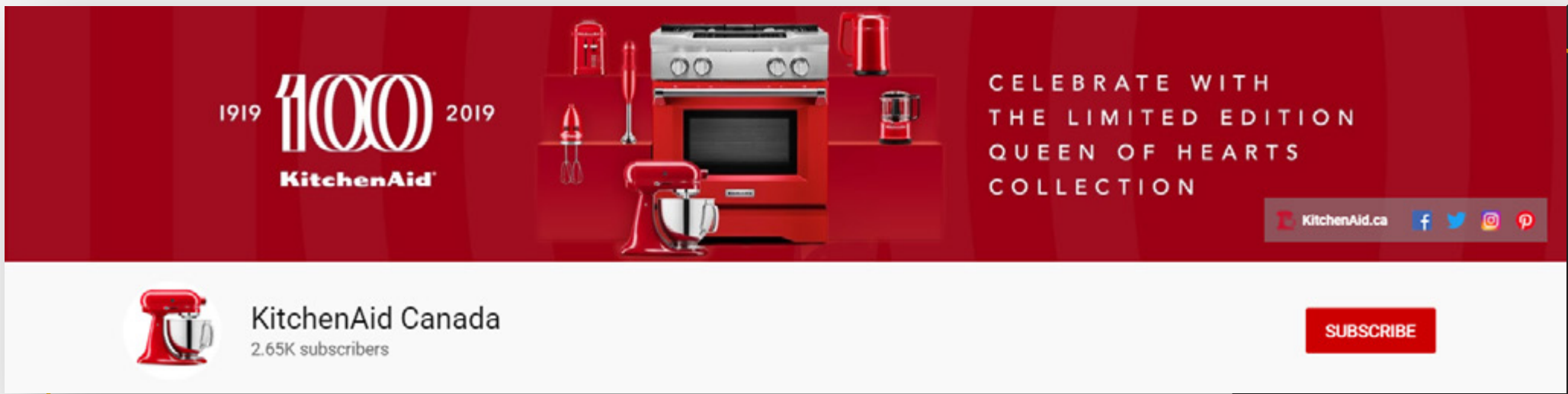
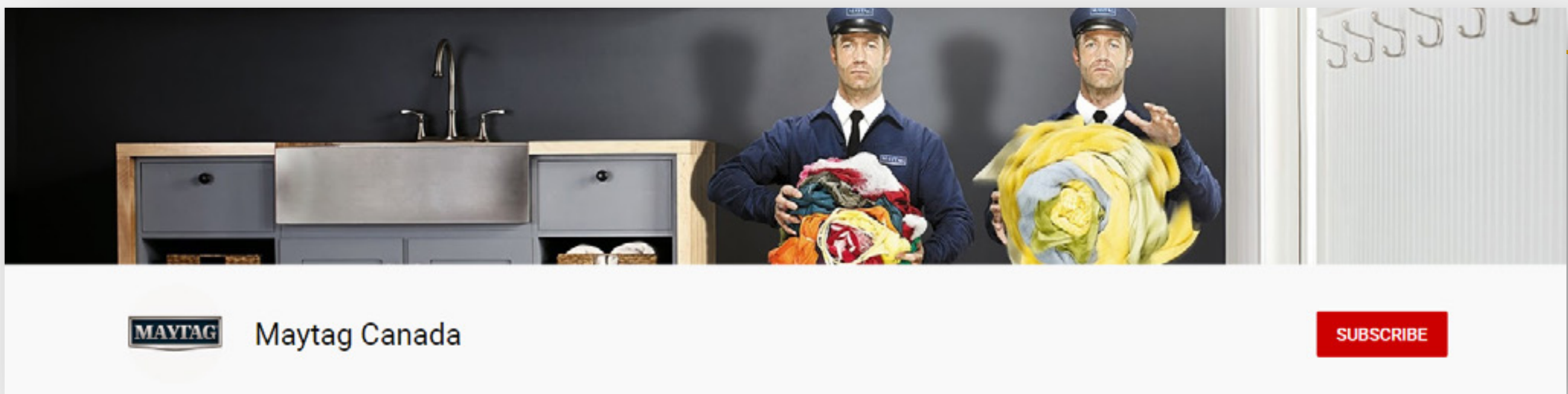
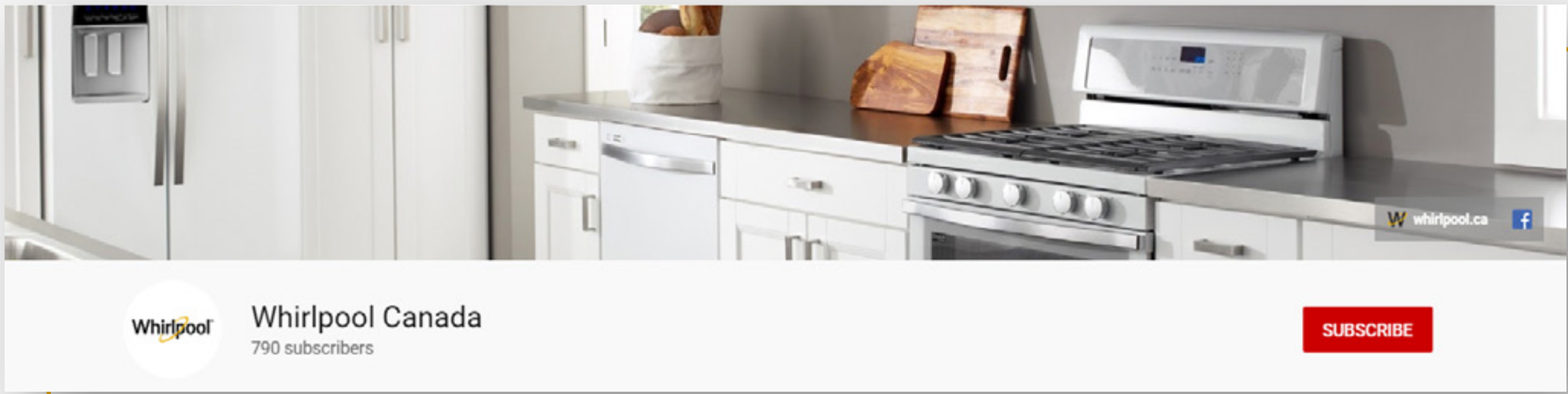
WEBSITES:

Our brand websites have great resources that were developed with our call centre and the insight of what owners are calling in about. Specifically, the Product Help section is a great tool to **drill down on questions, check out FAQs, help with troubleshooting and DIY.**



YOUTUBE:

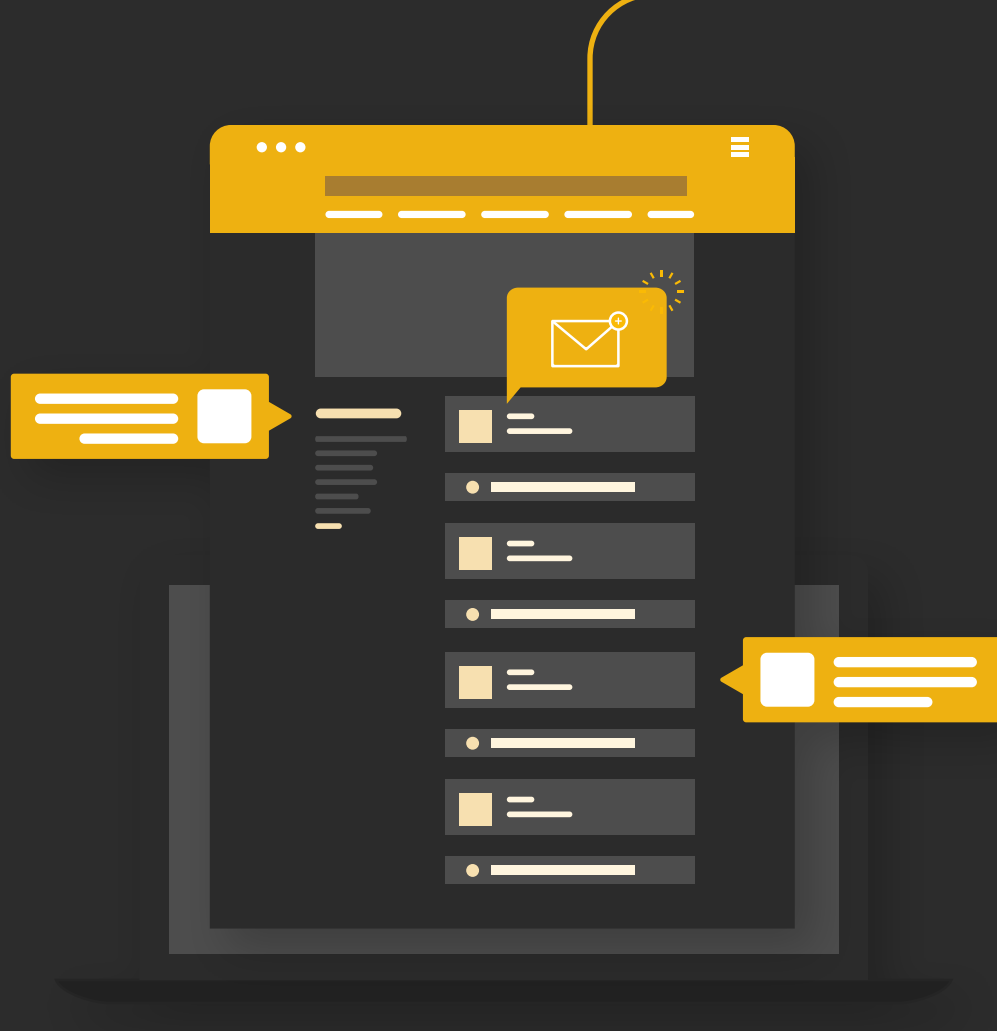
We have added and created 100's of videos over the last year to help owners with **unboxing, installation and early use of their appliances.** These can be found on the branded Youtube channels and are easy to search for and navigate through organized playlists. We will continue to add more videos as new products are launched.



CUSTOMIZED RESOURCES

Customized resources primarily consist of email communications.

In order for owners to receive these emails, they have to opt in to our communications.



BUILDING AN OWNER PROFILE:

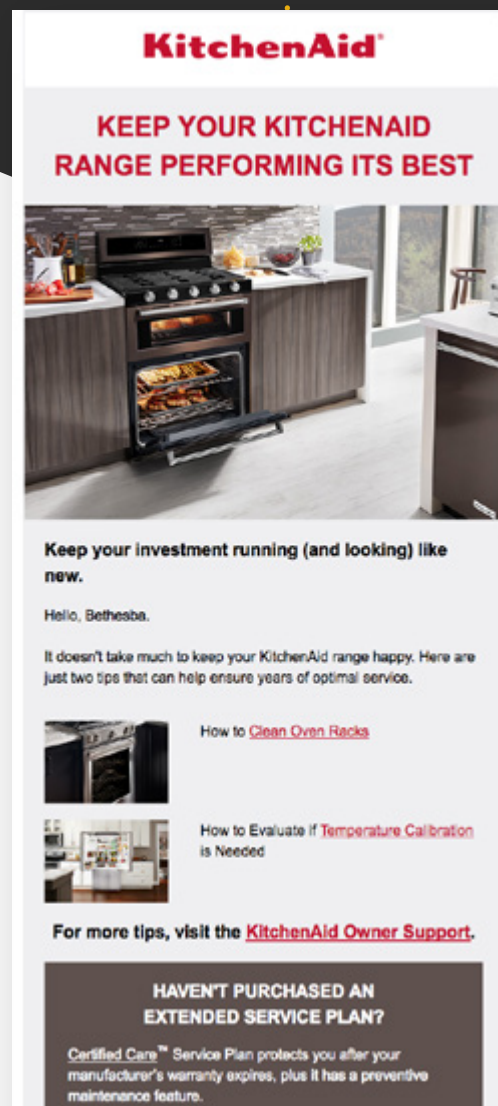
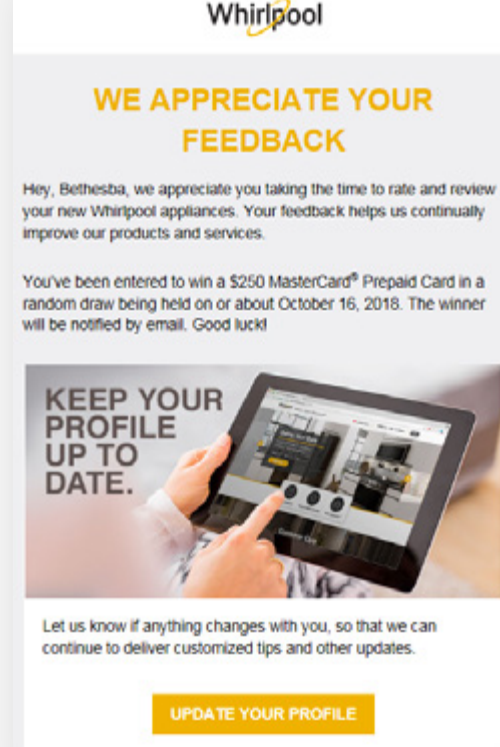
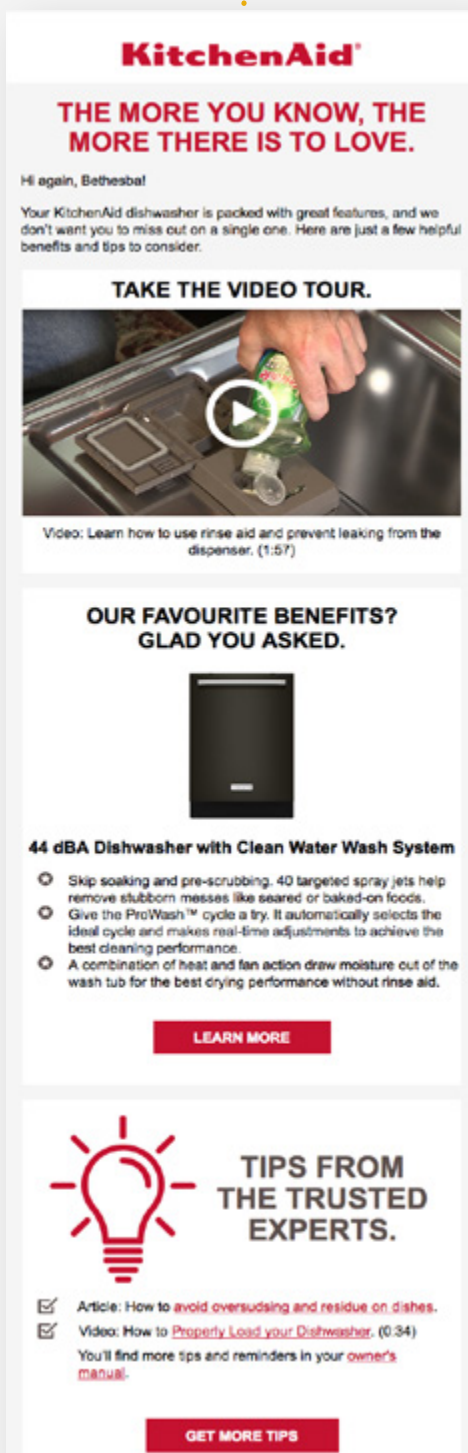
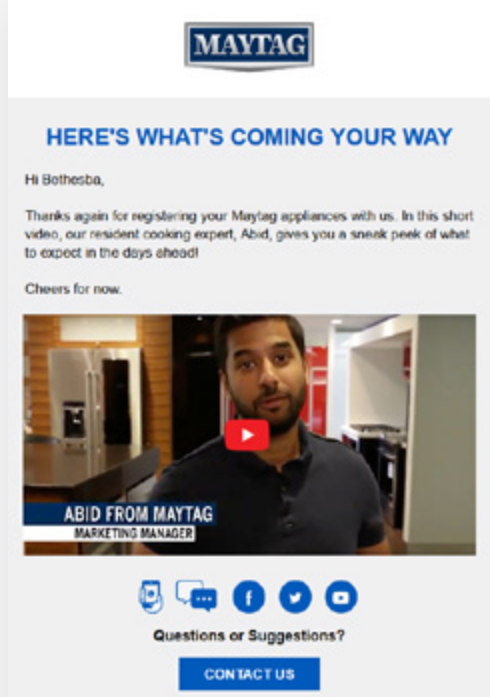
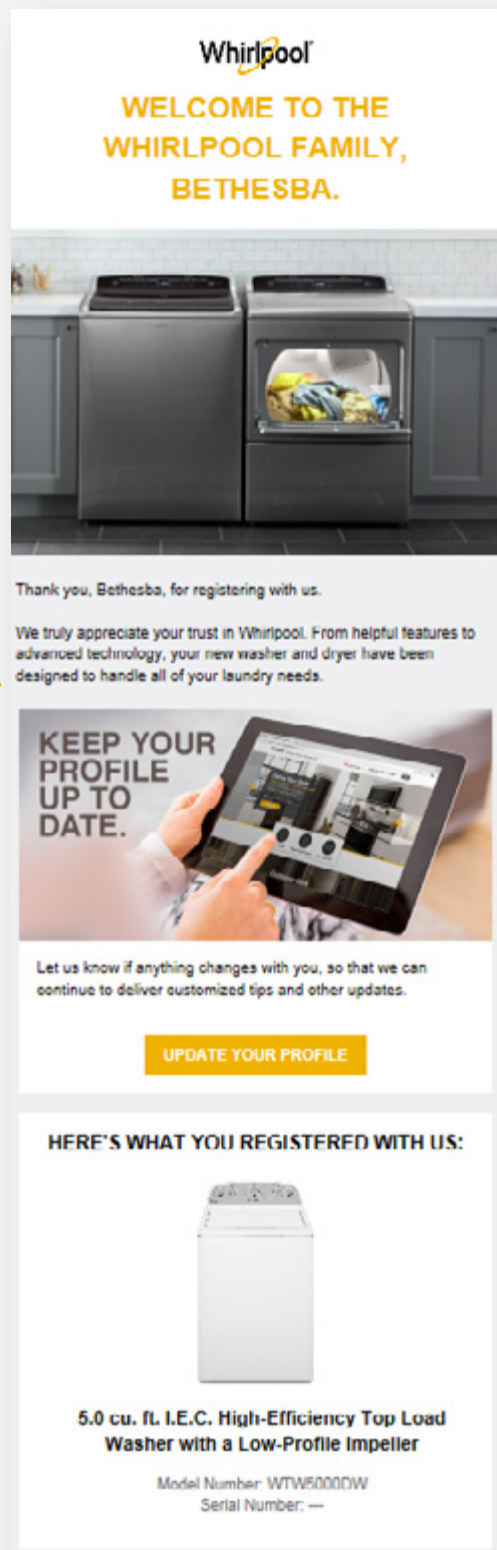


When a new owner signs up for our emails, **we welcome them to Whirlpool** and within the email we ask them to build a quick profile, which consists of **a short, fun quiz**. This helps us know what they own, and the **type of content they want and don't want** to receive so that it's fully customized.

PERSONALIZED ONBOARDING EXPERIENCE:



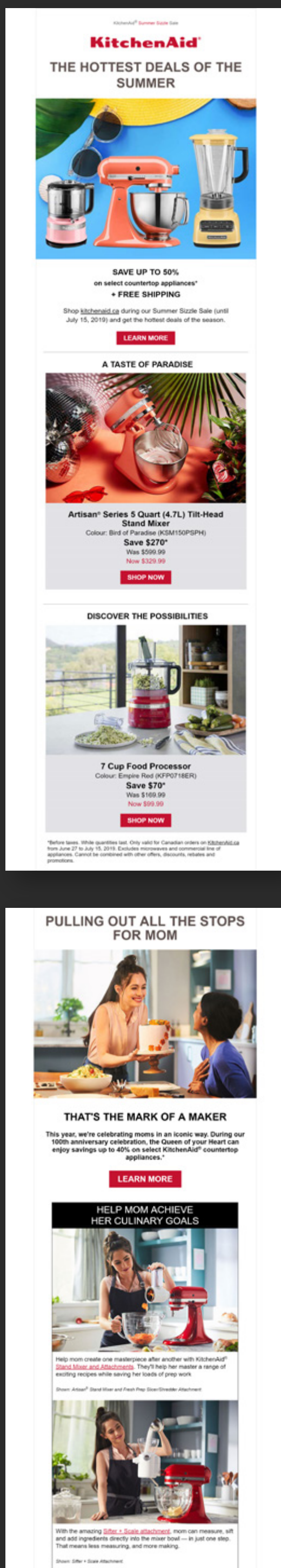
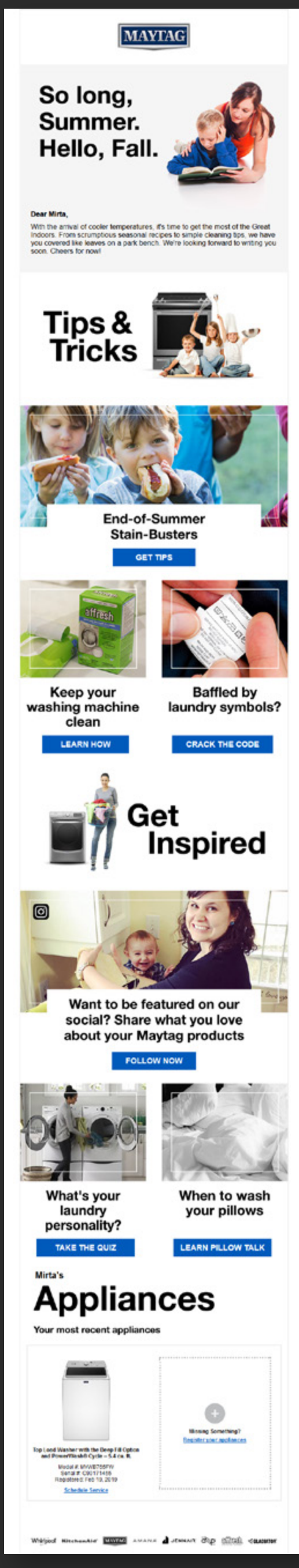
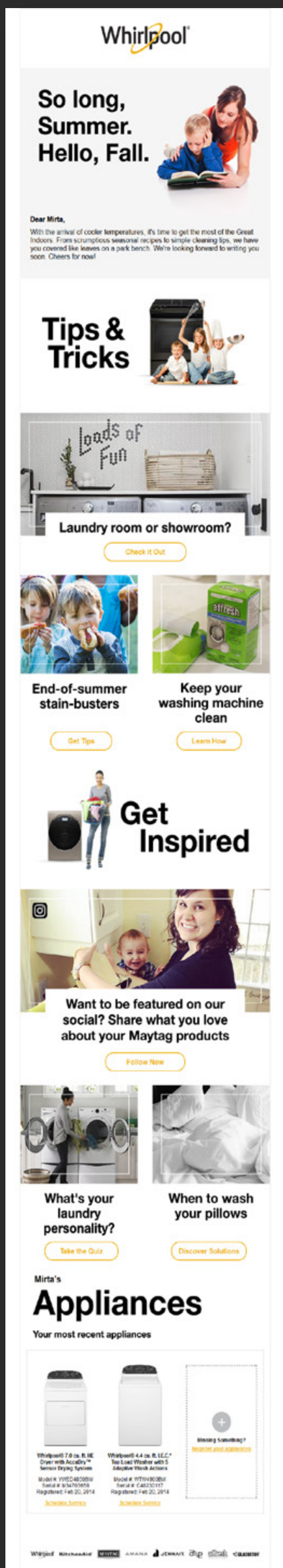
Once owners register their appliance and sign up for emails, they will receive a series of emails that are **specific to the appliance they just bought**. These emails were developed with the help of our call centre based on the question they get in early ownership. These few emails help owners with **early use of the appliance**, provide **ongoing tips** as well as point them to where they can **find great videos, FAQs and resources** on our websites.



CUSTOMIZED ONGOING EMAILS:



After onboarding, owners can receive customized emails. This is where their profile preferences are important. Based on the brand they bought, the type of content they want and how often they want it, **we listen to them and send only what is relevant and helpful**. Emails range from promos, cooking and cleaning tips, to recipes and more. The goal is to **nurture the relationship** with owners throughout their appliance journey by **simply being helpful**.



WHIRLPOOL OWNER PROGRAM



Don't forget to tell your customers about the features of their post-purchase experience! Get them to call us with questions, helping you to have more time on the sales floor.



Make sure they know to sign up so they get the next level of care with customized information about their specific appliance.



Be a part of the program that results in a 25% increase in repeat purchases!



Whirlpool's Owner Program helps customers get better results! Let's start creating customers for life today!

