

DATA SHEET

# Renewal Services

Managing the renewals of service contracts takes time and resources away from focusing on critical opportunities. Keeping track of hundreds or even thousands of expiring warranties and service contracts can be extremely challenging and time consuming. Many companies rely on valuable resources to manage the renewal process when they could be focused on other aspects of growing the business. If an original equipment manufacturer (OEM) depends on a channel partner, or reseller, to handle their renewals, the OEM has little to no visibility as to what the end user wants. Some channel partners go after renewals while others do not which results in a lost opportunity to gain revenue. All scenarios can be extremely costly and a difficult process to manage.



Source Support eliminates the hassle for our customers to track upcoming service renewal deadlines. Our goal is to promote service contract renewals with our customers' end-users that are nearing warranty or service contract expiration. By using an automated and customized approach, Source communicates to the end-user on our customers' behalf, notifying them of upcoming service contract expirations and offering them an opportunity to renew. Details of the end-user's responses are reported back to our OEM customer for quoting and contract renewal execution. We ensure that the end-user's experience is seamless and that the best practice policies are in place to maximize service revenue for our OEM customers.

## Automated Approach



## Customer Loyalty



## Customized Design



## Maximize Revenue



## Global Support Services

Source gives you full visibility into the renewals process. We track all of your entitlement contracts and provide detailed reports showing when each entitlement is due to expire. Because Source provides the global support for the product, you to have access to our 24/7 support center. By having Source handle your on-site support as well as the renewals, we can extend the life of your entitlement contract so that your end-user customers don't miss a day of coverage. This high-quality solution will ultimately improve customer satisfaction and maximize revenue.

Our global coverage consists of outsourced 4-hour and next business day on-site support services for technical product OEMs in over 100 countries around the globe. We partner with more than 12,000 highly trained field service professionals, who make up our Source Techworks network. Members of this worldwide, on-demand network are pre-certified to support each customer's products and equipment and perform on-site service engagement on behalf of our customers.

**100+ Countries  
Supported**



**12,000+ Technical  
Service Professionals**



**24/7 Support  
Operations Center**



## Building Long Term Customer Loyalty

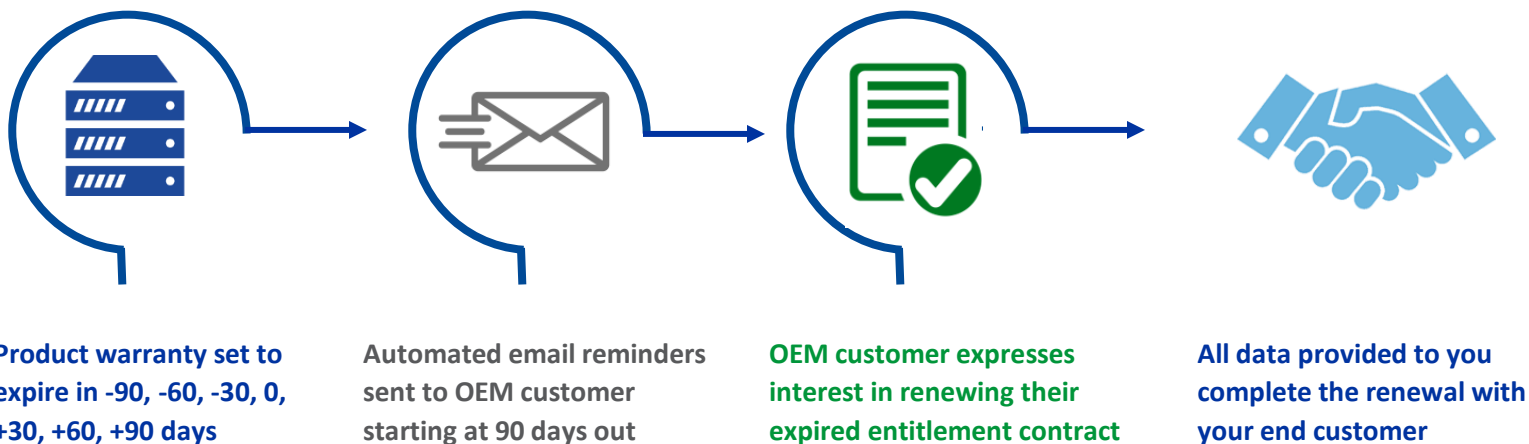
Service renewals are put in place to ultimately continue the relationship between an OEM company and its customer. The goal is to keep your customer satisfied by providing the highest customer service. Selling entitlement renewals gives you the opportunity to stay in front of your customer and remind them of why they chose your service at the time of the first sale. By partnering with Source, you are able to manage your customer base and easily identify expiring service contracts to better capture opportunities. With Source handling your on-site support and renewals, your customer will have a consistent service delivery with the utmost focus on quality; ultimately resulting in higher customer satisfaction and recurring revenue.



## Automated Process for Recurring Revenue

In order to make the renewal process simple and streamlined, Source Support has implemented an automated approach that automatically generates emails to the end-user, notifying them of the expiring and/or expired systems. Through our automated services platform, Source Central, we are able to update each entitlement and contact record within the system and push emails out using the updated data. The automated approach with Source Central removes human error and administrative resources.

Sending emails early is crucial to the success of the renewal. That is why our emails are sent every 30 days, starting at the 90-day mark before an entitlement is due to expire. Once an end-user has replied with their renewal or expiration intentions, the automated messages will stop. If the end user has not responded after the allotted number of emails set by our customer, the automated messages will also stop. Source will continue to communicate with our customer, notifying them of all end user-interest or non-responses.



## Customization

Not every OEM operates the same way. Source offers customized solutions for renewal services so that it molds with your business model instead of operating separately. Branding is key, especially in the eyes of your customer. We are able to customize the messaging and email templates so your customer will get a personalized experience with every email.

At Source, we understand the challenges you face when renewing service contracts. It takes time and a lot of relationship building to retain customers and gain their loyalty. Our goal is to continue to grow the relationship between you and your customer by providing a high-quality, cost-effective solution that you can deliver as part of your services portfolio.

## Benefits



### **24/7 Support Services**

Dedicated global service provider with visibility to service contracts



### **Follow Up Efficiency**

Automated emails sent to end user every 30 days reminding them of their expiring warranty



### **Accurate Forecasting**

Predicting trends and revenue streams in service contract renewal



### **Customer Retention**

Maximizes customer satisfaction by providing a high-quality, cost-effective solution



### **Increased Revenue**

Continuous re-engagement with a seamless experience for the end user



### **Timely Renewals**

Engages with end users on your behalf with email reminders and tracking system

We are dedicated to representing our customers with excellent and consistent service delivery through all aspects of their business. Our automated platform, Source Central, enables us to manage service engagements every step of the way from a single pane of glass. With Source's Renewal Services, you will be able to provide an automated experience for your customer, resulting in revenue and coverage growth for you and your customer base.

To learn more about our Renewal Services contact us at:

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