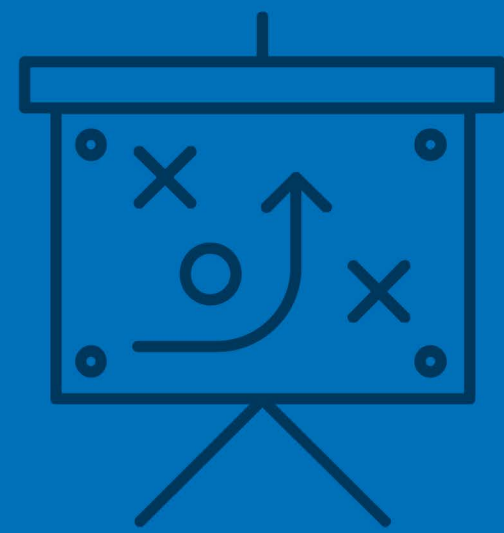


How smart retailers transform protection plans into revenue and customer experience wins



Insights from real retail journeys — and the practical changes that lift attach and loyalty

Mystery shopping shows protection is more than an add-on. It's part of the **ownership experience.**



Surface it **early.**
Explain it **clearly.**
Reinforce it **consistently.**

The heavy hitters: where retailers lose and win

Mystery shopping revealed five recurring breakdowns across national retailers. Here's how to avoid them.



Protection belongs early in the journey.

Make it part of the product purchase decision.



Lead with outcomes, not fine print.

Focus on ease, uptime, and peace of mind.



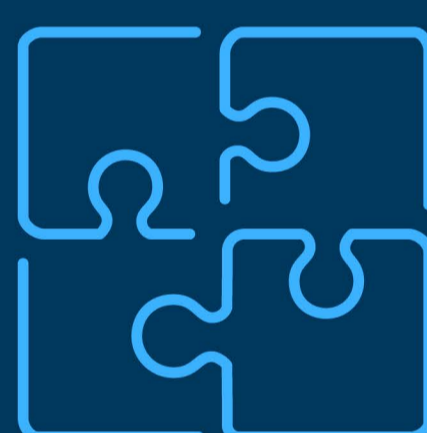
Messaging should guide, not sell.

A clear, consistent story builds confidence.



Remove confusion that stalls decisions.

Clarity keeps customers moving forward.



Protection is part of ownership, not an add-on.

Its value lasts beyond the purchase.

Quick wins retailers can implement



Presales-flow awareness



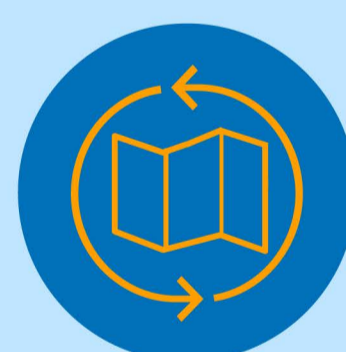
Product detail page visibility



Checkout reminder



Self-checkout cue



Signage/brochure refresh



Point-of-sale prompts

What "good" looks like



Visibility

Online and in-store, early, and consistent



Clarity

Outcome-led and simple



Continuity

Reinforced through ownership

Why retailers should care

- ✓ Fewer preventable returns
- ✓ Lower friction and fewer calls
- ✓ Clearer customer expectations
- ✓ Stronger trust and loyalty
- ✓ Better trade-in readiness and lifecycle value

Customers don't need more information — they need **clearer and consistent information, delivered early** and framed around the everyday frustrations they're trying to avoid.