

CASE STUDY

Launching Complementary Standalone Protection and Service Membership

How Assurant Helped a Multibillion-Dollar Retailer Expand Protection and Service for Consumer Electronics, Appliances, and Mobile Devices



The CHALLENGE

One of the largest retailers in France wanted to offer a standalone protection product that would complement its tiered membership service program. At the same time, the retailer saw an opportunity to expand its service and repair strategy for hundreds of stores across the country.

They recognized that driving consumers into their stores for repairs and product pickups offered a new chance for consumers to opt in to protection programs — but their associates were struggling to bring the retailer’s vision to life. And, even if they could realize their overall vision, the retailer needed to increase their repair rates across a variety of products to successfully increase revenue from that division.

The GOALS

- Create complementary strategies for standalone protection and tiered membership service plans.
- Drive consumers into stores for repairs and pickups while training associates to cross-sell protection products.
- Increase service revenue by improving repair rates.
- Once repair rates improved, use refurbished devices to gain a foothold in the circular economy.

Our APPROACH

Our global expertise in managing protection and service solutions for retailers enabled us to:

- Launch a standalone protection solution that protects all household devices (excluding smartphones) against theft, breakage, water damage, and other accidental damage. This complements the retailer’s membership program, which focuses on maintenance and repair services.
- Conduct ~50 training and support sessions a month, where Assurant sales optimization experts work directly with in-store associates to optimize sales volume and quality.
- Develop a new buyback offer that allows consumers to return covered electronics and mobile devices for 70% of their original value in the first year or 35% in the second year. This encourages the original owner to purchase a new product at higher value while giving the retailer the opportunity to refurbish and resell the used device to a new owner through our automated platform.

The RESULTS

Our standard repair solutions achieve remarkable results:

