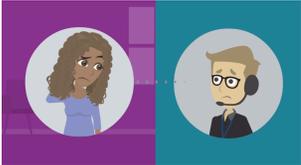


Customer First - Best Choices Video Series: Replacement Parts Storyboard

Slide	Text	Development notes
<p data-bbox="107 459 300 492">[Title of slide]</p> 	<p data-bbox="380 492 558 524">[On screen]</p> <p data-bbox="380 558 978 662">Customer First-Best Choices Video Series Replacement Parts</p> <p data-bbox="380 696 543 729">[Narration]</p> <p data-bbox="380 763 1686 867"><i>Welcome to the Customer First-Best Choice Video Series. Today we will talk about Replacement Parts and how sending replacement parts can be the best solution for the customer.</i></p>	
<p data-bbox="107 930 300 963">[Title of slide]</p> 	<p data-bbox="380 963 558 995">[On screen]</p> <p data-bbox="380 1029 1283 1062">SSC sitting at his desk explaining what will happen in this video.</p> <p data-bbox="380 1096 543 1128">[Narration]</p> <p data-bbox="380 1162 1644 1266"><i>In the following scenario, we will talk with Jennifer who recently received her rocking chair. Jennifer is upset because the chair has a broken part and the chair won't work for her. We will</i></p>	

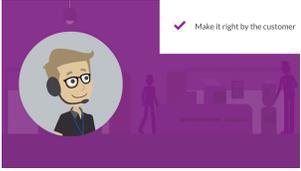
Customer First - Best Choices Video Series: Replacement Parts Storyboard

	<p><i>talk about how replacement parts can be a benefit to the customer and help with your 2DRR as well. Let's listen in.</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Jennifer and SSC are talking about the issue and how we can help her.</p> <p>[Narration]</p> <p><i>SSC- Thanks for calling into Wayfair, this is Steve, how can I help you?</i></p> <p><i>Jennifer- Hi Steve, my name is Jennifer and I have an issue with my recent order. Can you help?</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Jennifer is sad her chair is broken.</p> <p>[Narration]</p> <p><i>I just put together my new rocking chair and it has a broken leg. What should I do? I really want this chair to work as it's perfect for me.</i></p>	

Customer First - Best Choices Video Series: Replacement Parts Storyboard

 <p>[Title of slide]</p>	<p>[On screen] Jennifer and Steve are talking about the issue and how we can help her.</p> <p>[Narration] <i>I can completely understand your frustration with that. Allow me a moment as I look into this order and see what options we have to take care of you today.</i></p>	
<p>[Title of slide]</p> 	<p>[On screen] Steve is looking at his computer going through the wizard</p> <p>[Narration] <i>Steve thinks to himself, I'll check out the wizard to see what options are available for Jennifer.</i></p>	
<p>[Title of slide]</p>	<p>[On screen] Screenshot from the resolutions page of the wizard.</p>	

Customer First - Best Choices Video Series: Replacement Parts Storyboard

	<p>[Narration]</p> <p><i>Ok, there are three options for Jennifer. Replacement parts which is the best choice resolution. We also have a full refund or a discount. I wonder why Replacement parts is the best option for Jennifer. Let me check my resources.</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Boxes appear on the right side highlighting points</p> <p>[Narration]</p> <p><i>Replacement parts allow us to make it right to the customer at a significantly lower cost. When compared to other resolutions, Replacement Parts have had a comparable Net Repeat Order Rate vs. other resolutions.</i></p>	
<p>[Title of slide]</p>	<p>[On screen]</p>	

Customer First - Best Choices Video Series: Replacement Parts Storyboard

	<p>Boxes appear on the right side highlighting points</p> <p>[Narration]</p> <p><i>If parts are available, full unit replacements result in a poor customer experience as they must return or dispose of the original item. Similarly, avoiding this waste can support higher in-stock rates allowing future customers to order their favorite items.</i></p>	
	<p>Boxes appear on the right side highlighting points</p> <p>[On screen]</p> <p>[Narration]</p> <p><i>Did you know that last year, nearly 40% of resolutions were full-unit replacements, implying the customer had to donate or dispose of the original item? The customer wants what they originally ordered. Replacement Parts allow that to happen. Also keep in mind that given ongoing challenges with product availability across our supplier base, avoiding this waste can support in-stock rates.</i></p>	

Customer First - Best Choices Video Series: Replacement Parts Storyboard

<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Screen showing how replacement parts can help with 2DRR</p> <p>[Narration]</p> <p><i>On relatively simple incidents, parts can provide a competitive customer experience.</i></p> <p><i>For customers who received parts as a resolution, 2DRR is marginally higher than for other resolutions. Furthermore, these customers have a net repeat rate that is on par with customers who received other resolutions.</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Steve says be smart send the part!</p> <p>[Narration]</p> <p><i>Oh that's right, how did I forget, "Be smart - send the part!" We better get back to Jennifer to offer this great solution!</i></p>	

Customer First - Best Choices Video Series: Replacement Parts Storyboard

<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Steve and Jennifer talk about the resolution</p> <p>[Narration]</p> <p><i>Ok, Jennifer, I can send you out a replacement part and get that rocking chair to work for you.</i></p> <p><i>Replacement parts won't take long to get to you. This will allow you to keep the rocking chair you selected and not have to worry about disposing of or sending back your chair. How does that sound?</i></p> <p><i>That sounds wonderful! Thank you so much!</i></p>	
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<p>[Title of slide]</p>	<p>[On screen]</p> <p>View of Jennifer's house as a delivery truck appears</p>	
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	<p>[Narration]</p> <p><i>A little while later Jennifer is out playing with her family in the front yard. The delivery truck has come and dropped off the new part for her rocking chair. They are so excited to finally get to enjoy their new chair.</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Jennifer enjoying her fixed rocking chair</p> <p>[Narration]</p> <p><i>Installation was a breeze and now Jennifer can relax and enjoy her rocking chair.</i></p> <p><i>Thanks, Wayfair!</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Steve closing out video</p> <p>[Narration]</p>	

Customer First - Best Choices Video Series: Replacement Parts Storyboard

	<p><i>What a great resolution. We were able to get Jennifer a replacement part for her rocking chair in no time. She is now able to enjoy her chair and we were able to help make a good impression.</i></p> <p><i>When Jennifer needs something else for her house, I'm sure Wayfair will be at the top of her list.</i></p>	
<p>[Title of slide]</p> 	<p>[On screen]</p> <p>Closing slide of the video</p>	