

Creating a Touchless Experience



CX Customer Driven approach

We achieve extraordinary results by looking at our business through the **eyes of our customers** ensuring it's easy for them to do business with us while delivering a **meaningful experience**.

LISTEN

- Passionate curiosity & experiential listening
- Multi-source insights
- Tell the story of customers' lives to the org

DELIGHT

- Easy, simple and frictionless experiences
- Infuse with differentiating Safelite elements
- Leapfrog other service organizations

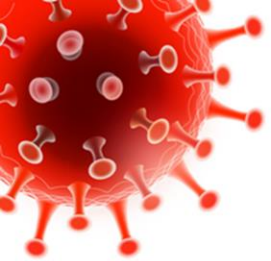


FOCUS

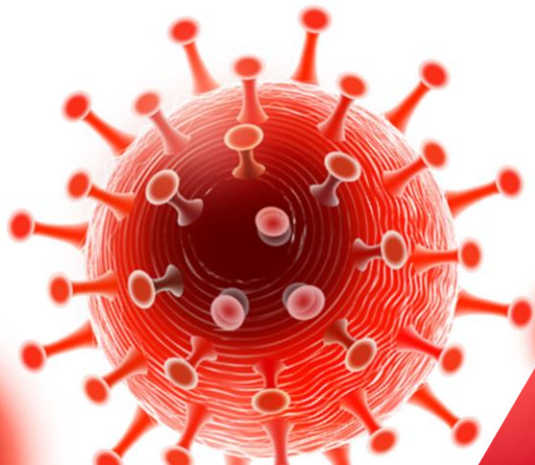
- Treat customers as company assets
- Focus on customers earned and lost
- Maximize value for customers & Safelite

CREATE

- Align around the end-end customer journey
- Ensure consistent service delivery
- Innovate with the future in mind



COVID-19



PROJECT OBJECTIVE

Deliver on the **expectations of our customers** during a crisis by providing a safe, limited contact experience.

What journeys are we enhancing?



CUSTOMER



FIELD



CALL CENTER



Customer enhancements

DROP & GO

Enhance customer communication and appointment offering for drop off appointments.

SERVICE TRACKER

Provide customers with real-time service updates during their appointment, including the ability to view pre-inspection damage photos.

DIGITAL PAYMENT

Allow customers to pay for service online during their appointment.



Field enhancements

WIPER UPSELL

Offer customers wipers via SMS text during service as part of service tracker offering.

TWO-WAY TEXTING

Enable two-way texting at local store level to enhance appointment confirmation.

DROP BOX

Purchase and install drop boxes and store signage to ensure consistent customer experience.

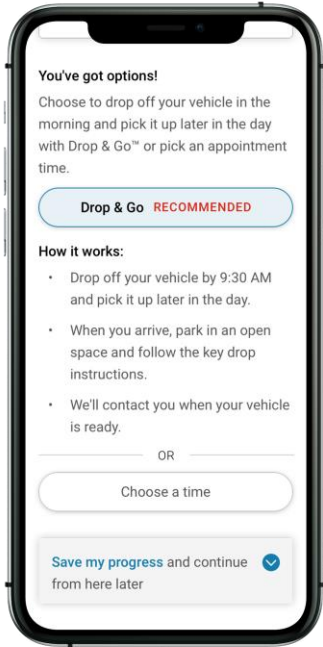


Call center enhancements

SCHEDULING

Enhance scheduling offering and communication by recommending Drop & Go for any customer who request in shop service, especially for vehicles requiring in shop service.

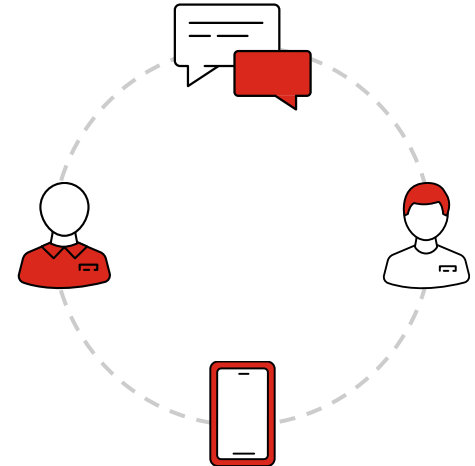
Drop & Go customer experience



Currently in Usability Testing



Store Signage



Two-way texting

What customers have to say



Record NPS

“Technician called and left message on my cell phone the morning of the repair, then he texted same information. He texted when 30 minutes out. Upon arrival- **polite, friendly, wearing a mask and completed the repair quickly and effectively.** He explained what he was doing- was friendly and polite. Cleaned up the area, etc. Well done- Thank you!!!”

“What a great experience! I was greeted immediately when I arrived, the work was performed in the timeframe that had been promised, and most importantly the work was done well. **The technician even took the time to let me know that he had disinfected the interior for peace of mind.** Really great team, great service, couldn't be happier with **how the work turned out!!!**”

“**No contact service in times like this is such a comfort.** Got notified when the technician was on his way and talked me through the whole process and the expectations. Very happy if I ever need glass fixed or replaced again **you have a customer for life!**”

“Technician came to my house and changed the windshield of the car. **I was so grateful that they came on a business trip when I was afraid of going out because of a pandemic.**”

“Wesley did an excellent job when he came to my house during COVID-19 time. **Wearing his PPE and replacing my windshield on a timely manner. I was so impressed with his professionalism.** Thank you!”

“I needed a window replaced in my truck while on vacation and Safelite came to my campsite to take care of it. The service technician was very friendly and polite. Did a great job and left me a perfect clean window and truck. **He was very thoughtful regarding masks/COVID, which I appreciated and left me with a truck I felt comfortable getting back into.**”

“Elijah was **professional and respectful of social distancing.** He did a great job replacing my windshield.”

“I will have to say that I was surprised and extremely happy with not only the work done but the customer service. **I was given the best service and he was polite and respectful. With COVID-19 he was professional and has his mask which I appreciated.** I would most definitely recommend Safelite to my family and friends.”

Key Take-Aways:

- Be the voice of the customer
- Act with intention and speed
- Stay true to your purpose