

REGISTRIA RESOURCES

Ultimate Journey Guide

to generating revenue and improving
lifetime customer experiences





OWNER JOURNEYS AND THE OWNERSHIP EXPERIENCE:

Did you know that the world's most successful growth companies derive 80% of their value creation from their core business?

- MCKINSEY 2023

In our work with durable product brands around the world, we have witnessed a heightened focus on improving lifetime customer experiences – or in this case, what it means to support and engage a product owner for the *entire* lifecycle of a product...what we call the **Ownership Experience (OX)**.

The OX is the sum of the interactions between the product, the customer and the brand across all stages a customer owns their product. With a focus on providing exceptional experiences to their customers, brands realize more profitable relationships, and product owners receive rich product ownership experiences directly from the brands they own.

Given the many rewards of providing a great OX, improving the Ownership Experience is rapidly **becoming a top priority for durable goods senior executives.**

Successful Ownership Experiences mean brands need to meet consumers' expectations for hyper-personalized experiences. The solution? Post-purchase, contextual **owner journeys** that can be initiated by the customer that focus on engaging and supporting product owners from their initial purchase through the time when they are in the market for their next product.

Registria has expanded our comprehensive solutions to include a synchronized suite of **Owner Journeys that are intelligent, hyper-personalized, exceed owners' expectations, and can be delivered to product owners around the world.** Better yet, the journeys can be easily accessed via Concierge, a smart digital (web-based) guide powered by the Registria Ownership Experience Management (OXM) Platform and intelligent Rules Engine.

The result? Smart owner journeys product owners *love* that help brands realize incredible results, such as reduced operating costs, increased customer lifetime value and enhanced brand loyalty.

This guide presents a walk-through of several Owner Journeys that drive value for product owners and brands alike – setting the stage for stronger, profitable, lasting customer relationships.



WHAT TO EXPECT IN THIS GUIDE:

What are Owner Journeys and the Ownership Experience?

From the moment customers open the box, to the moment they're ready to buy again, Owner Journeys, and the personalized experiences they provide, are helping brands connect with their customers throughout the world.

Onboarding Journeys

An Onboarding Journey turns boring transactional product registration into an engaging experience that identifies more customers, generates valuable first-party data, and becomes the foundation for delivering great experiences.

Care Journeys

Personalized, relevant Care Journeys, based on the customer and the products they own, enable brands to take care of each product owner's needs during every step of their post-purchase product experience.

Featured Care Journey: Product Resources

The Product Resources Journey makes service and support information, such as product manuals, guides, and videos, digitally accessible to better meet owner needs and also reduce printing costs to support sustainability initiatives.

Featured Care Journey: Ratings and Reviews

Ratings and Reviews Journeys allows product owners to quickly write product reviews for the products they own, love, and are ready to rave about – all through Concierge

Commerce Journeys

Through Commerce Journeys, brands can present personalized, relevant, and timely up-sell, cross-sell and special offers that convert to current customers at every stage of product ownership.

The Concierge Experience

Concierge is a smart digital guide that bridges the gap between customers and brands, providing centralized, seamless access to everything a product owner could want.

ONBOARDING JOURNEYS

Get to know more of your product owners by revamping product registration into an experience that's easy, engaging and value-added for everyone.

BENEFITS FOR OWNERS

- Onboard and register products in seconds
- Hyper personalized for each product owner
- Gain access to digital product materials, videos and self-guided help
- Get offers for related accessories, subscriptions and protection plans

BENEFITS FOR BRANDS

- Identify product owners and what products they own
- Enable customers to connect with your brand using any device, anywhere in the world
- Open the door for deeper engagement early in ownership
- Increase conversions, customer lifetime value and brand loyalty

Providing a great onboarding experience for new customers gives brands the opportunity to collect an abundance of accurate first-party data during the initial onboarding event, thereby identifying more product owners from the beginning. Establishing relationships with your product owners while they're highly receptive and excited about their new product can open up engagement opportunities for affiliated accessories and upgrades, protection plans, and so much more.

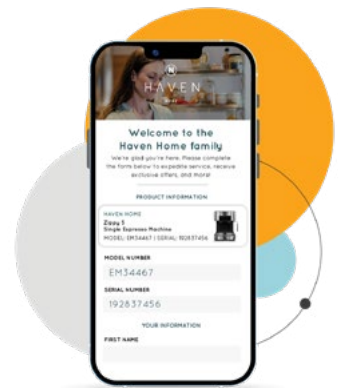
A better onboarding experience (with so much added value) has the power to turn a boring transactional product registration into a customer-satisfying, data-generating opportunity that accelerates revenue.

REGISTRIA RESEARCH SHOWS

PhotoregisterSM, is currently being used on millions of products for consumers to easily register with their mobile device. When placing PhotoregisterSM on a registration card or within product materials, brands see a 30-50%+ increase in onboarding rates.

EXPERT TIP

Customers should be able to register their product and get a great Onboarding experience in seconds. Adding PhotoregisterSM with a smart QR code in-package or on-product prompts a product owner to scan and begin. Product owners are then led through the Onboarding Journey, engaging with a fast, easy to interact with, branded experience that auto-populates details like product model and customer phone number.



Leverage Registria's smart, contextual QR codes, and make registration a breeze with our proven Onboarding Journey.



File a claim >

CARE JOURNEYS

Build trust and foster peace of mind with exceptional Care Journeys for product owners.

BENEFITS FOR OWNERS

- Self-serve and/or product information on demand
- Seamless digital-first access to submit a claim or support ticket
- Easy access to warranty or claim status
- Quicker call center resolutions with fewer questions
- Peace of mind that they and their product will be taken care of

BENEFITS FOR BRANDS

- Reduced call center costs and average call handling time (AHT)
- Higher customer satisfaction and NPS scores
- Better reviews and referrals
- Improved brand image and reputation
- Confident customers are more likely to purchase from your brand again

Registria’s Care Journeys are designed to take care of product owners during every step of their post-purchase product experience. Open up digital channels of communication with your customers for service events, and delight them with offers for protection programs directly from your brand. Additionally, provide easy access to product resources such as manuals, how-to videos and communication around recommended maintenance schedules.

Care Journeys not only meet, but exceed today’s customer expectations by providing the resources they need, when they need them, 24/7.

REGISTRIA RESEARCH SHOWS

The likelihood to repurchase drops from 85% to 50% if the product owner has a service event.

EXPERT TIP

When a product owner scans (or re-scans) the Smart QR code within PhotoregisterSM, they receive a contextual experience with configurable Care Journey options such as view product resources (explained in detail further in this guide), file a claim, purchase an extended warranty, and check warranty status. By leveraging specific data collected during Onboarding, Care Journeys meet an individual’s needs based on who they are, what products they own, and where they are in the ownership lifecycle.



Turn product owners into brand loyalists with carefully crafted, personalized and relevant Care Journeys. Leverage Concierge and the Ownership Experience Management (OXM) Platform to provide exceptional care and support.



Read owner manual >

PRODUCT RESOURCE JOURNEY

Accelerate digital transformation and sustainability efforts while excelling at meeting owner needs and expectations.

BENEFITS FOR OWNERS

- Convenient access to preferred type of resources
- Reduction in time spent searching for relevant resources
- A better product use experience, from unboxing to late-stage ownership
- Validation of brand sustainability efforts (minimizing paper waste)

BENEFITS FOR BRANDS

- Savings on printed material costs
- Reduced product returns
- Reduced call center volumes
- Drive sustainability efforts by eliminating unnecessary paper materials
- Meet sustainability requirements by major online marketplaces like Amazon and Walmart

The Product Resources Journey makes service and support information such as product manuals, guides and videos available digitally through our easily accessible smart digital guide, Concierge. Product owners can engage with content 24/7 across multiple platforms, giving them the option for self-service and reducing the load on the brand's call centers and support teams.

REGISTRIA RESEARCH SHOWS

The Product Resources Journey is helping brands **reduce millions of dollars in printed material costs, realize a reduction in product returns, and achieve a 20%+ shift in call center deflection to digital channels.**

EXPERT TIP

A smart, contextual product identifier like PhotoregisterSM or Concierge Key is placed in-package, on-product, or available digitally. When the product owner scans the code with their mobile device at any point during ownership, they can access product resources for their specific product.

Behind the scenes, the Ownership Experience Management (OXM) Platform, which a brand has already licensed, uses intelligent, data-driven rules to ensure each owner is sent on a relevant journey that's personalized, and specific to the product they own.



For owners, the Product Resources Journey means no more hunting for the right PDF manuals online or wondering if they're reading the correct guide. Through Concierge, updated product resources can be easily accessed and available right when they're needed.



Shop for accessories >

COMMERCE JOURNEYS

Present personalized, relevant and timely up-sell, cross-sell and special offers that convert at every stage of product ownership.

BENEFITS FOR OWNERS

- Easy way to purchase extended product protection
- Personalized offers for accessories or subscriptions based on what they own
- Special offers on other products they may be most interested in
- Direct reminders and ease to repurchase or replace their product
- Seamless access to affiliated products and services

BENEFITS FOR BRANDS

- Cost-effective means to reach current customers with offers
- Increase recurring subscription sales
- Increase extended warranty and product protection sales
- Higher conversion rates than traditional channels for better ROI

Current customers are the ones who are likely to buy again...and again. Whether a product owner needs a replacement water filter for their refrigerator, a fun new accessory for their DSLR, or bonus attachments for their favorite stand mixer, they're most likely to respond to offers that are personalized and tailored specifically to them. Highly targeted journeys focused on generating more revenue help brands present the right offers to customers during the right ownership moments.

Win your product owners over by providing personalized journeys at every stage of the product ownership lifecycle that convert to sales and drive traffic to your brand's eCommerce sites.

MCKINSEY RESEARCH SHOWS

8% of consumers who receive a personalized experience are likely to repurchase from the brand and recommend the brand to their friends and family.

EXPERT TIP

Take advantage of new product ownership excitement with hyper-personalized, relevant Commerce Journeys during Onboarding, such as offers for extended warranties, protection plans or installation. Increase customer lifetime value by presenting relevant offers during later ownership moments using first-party data collected during Onboarding. Owners can easily act on their offers, such as purchasing accessories directly from your eCommerce site, scheduling service, and more.



Set the stage for successful long-term relationships with your product owners and significantly lift CTLV through relevant and hyper-personalized Commerce Journeys.



RATINGS AND REVIEWS

Allow product owners to quickly write product reviews for the products they own, love, and are ready to rave about.

BENEFITS FOR OWNERS

- Customers receive an easy, convenient way to leave reviews
- Personalized, relevant offers for accessories or subscriptions
- More verified ratings and reviews means confident prospective customers
- Meet the needs of younger generations who purchase based on reviews

BENEFITS FOR BRANDS

- Increase quality and quantity of ratings and reviews from new and current customers
- Open up an additional channel to solicit reviews through Concierge
- Meet the demands of online marketplaces by delivering improved ratings and reviews
- Improve SEO and boost your brand's social appearance and authority

Self-researched pre-purchase decisions are a trend that's not going away, and brands with more reviews at higher ratings are seeing higher sell-through rates for increased future ROI. **With over 92% of shoppers starting their search in the review section**, customer reviews are integral to your brand's marketing efforts. Not to mention the increased importance **online marketplaces like Amazon and Walmart place on the power of ratings and reviews**. Brands are feeling the pressure to syndicate more verified reviews and improve scores to have better product placement in the online marketplace.

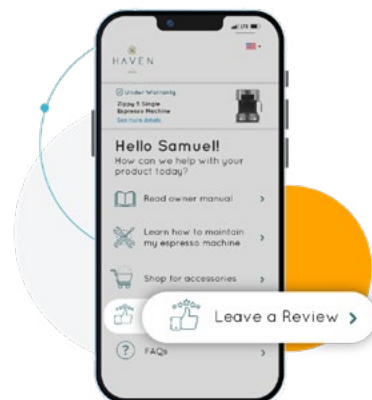
The Ratings and Reviews Journey is a great way to encourage known product owners to **leave verified reviews through your existing review vendor**, or by opening a new channel to solicit reviews at the right stage of product ownership.

READ THE CASE STUDY

Registria's Ownership Journeys have helped a durable goods brand increase their verified product ratings from 2 to 4.5 stars while doubling the quantity of their reviews.

EXPERT TIP

The Ratings and Reviews Journey can be accessed through Concierge, Registria's smart digital guide. When the product owner scans the PhotoregisterSM or Concierge Key icon with their mobile device, they will see a journey prompting them to leave a review for their product. With a single click, they are seamlessly connected to your existing review partner, like Bazaarvoice or PowerReviews, making it easy and fast to leave a glowing review.



Adapt to the changing landscape of product purchasing and inspire new customers to make confident purchases with the Ratings and Reviews Journey

CONCIERGE, THE OXM PLATFORM AND RULES ENGINE

It takes intelligent technology to make great Ownership Journeys possible.

BENEFITS FOR OWNERS

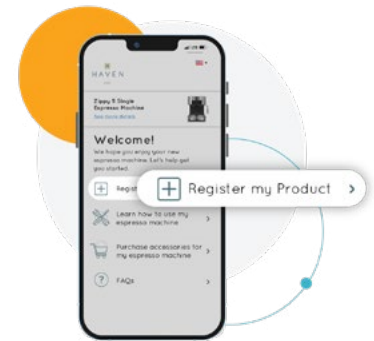
- Highly personalized ownership experiences
- Proactive journeys that meet their needs
- Relevant offers sent at the right time
- Cross-channel flexibility (accessible on mobile and web)
- Not an app

BENEFITS FOR BRANDS

- Smarter ownership experiences yield a higher ROI for your brand
- Validates first-party data
- Integrated with your existing tech stack through secure API calls
- Global ready and available in 65+ locales
- Data is safe and secure

Powered by data and engineered for performance, Registria's Ownership Experience Management (OXM) platform and smart OX Rules Engine makes it easy **to give every product owner a completely personalized experience** — and do it at scale. Ownership Journeys are configurable to your brand and visual guidelines and are delivered via Concierge, a smart digital guide that operates on the web in your mobile device – Concierge is not an app!

Customers can easily access and engage throughout their ownership lifecycle thanks to smart, contextual QR codes on-product, in-package, on-product, or from a range of digital channels.



Registria's intelligent platform ingests and validates pertinent data, sending product owners on the right journeys at the right time. With secure API calls and global compliance capabilities, **the OXM Platform is designed to easily integrate with a brand's existing tech stack**, supporting hundreds of applications like, Salesforce, Shopify, Zendesk, Klaviyo and many more.

From onboarding to solving customer needs to enhancing existing customer revenue throughout the product ownership lifecycle, the OXM Platform and Rules Engine is optimized to predict and continuously improve the owner experience behind the scenes, delivering hyper-personalized journeys and doing all the heavy lifting for your brand.

The Ownership Experience Management (OXM) Platform and intelligent Rules Engine offers a powerful, all-in-one platform that contributes to long-lasting relationships between brands and their product owners.



ABOUT US

Registria helps brands deliver exceptional ownership experiences to their customers.

We believe ownership experiences should be frictionless. Our award-winning technology delivers highly personalized experiences across the product ownership lifecycle by identifying and onboarding product owners, creating direct sales and engagement channels, and giving owners the information, care and support they desire. Over 140 brands across a range of industries have selected Registria to meet the demands of their direct-to-consumer strategy and trust Registria's expertise on how to create profitable customer relationships for sustainable growth.

Turn a moment into a lifetime.

FOR MORE INFORMATION CONTACT US AT:

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