



CUSTOMER EXPERIENCE PLEDGE

At StrucSure Home Warranty, we understand our customers want more than just great service; they want to have a great experience. That's why we've committed to our customers that we will do our best to ensure they have a positive experience each and every time they deal with us. Our Customer Experience Pledge is a big reason why prospects choose us and why customers stay with us.

The StrucSure Home Warranty "Customer Experience" Pledge:

- 1 We will remember that dealing with "real people" is important to you and will have your phone calls answered by one of our customer service reps each time you call our corporate office (no fancy menus or never-ending transfers). We will return all phone calls, emails, and faxes **within one business day**.
- 2 We will assign your account to a dedicated Vice President of Sales and Customer Service Representative so working with us will be **personal, consistent, and efficient**.
- 3 We will **resolve issues promptly** or provide escalation options in the event you or your client has a need to talk to a member of the Executive Team.
- 4 We will keep you **informed of new programs** that could cut your expenses or increase your revenue.
- 5 We will keep our online registration and enrollment processes **simple, safe, and secure**. If you don't have access to a computer, you are more than welcome to call 1.877.806.8777 and we'll complete your registration or project enrollment for you.
- 6 We will provide you with critical warranty documentation in a **timely manner**.
- 7 We will treat your clients **like our clients**.
- 8 We will be **empathetic to your client's individual situations** and work to resolve any warranty issues quickly and professionally.
- 9 We will act as an **extension of your sales and marketing department** by developing free, customized marketing materials so your sales force can promote the benefits of warranty coverage to your clients.
- 10 We will work to continually improve our technologies and processes so that you will not only have a **positive** customer experience, but an **efficient** customer experience.

Most importantly, we will put our money behind our pledge. If for any reason we fail to live up to any aspect of our pledge, just e-mail company president Richard Poling at rpoling@strucsure.com and two things will happen: First, we will send you a check for \$100, no questions asked. Second, we will investigate the situation and remedy it.