

## Shopping Boss Retention Script

<p><b>INTRODUCTION OF SHOPPING BOSS TO SAVE CLIENT</b></p> <p>Use this tool when other, non-incentive save attempts have failed.</p> <p>Use the bulleted item(s) that would work best with the customer you're speaking with.</p> <p>For example: if the cost of the protection plan is a big concern, be sure to use one of the bullets that lets them know the money they can get back with Shopping Boss could be more than they pay for their protection plan.</p>	<p><i>"I'd like to offer access to Shopping Boss. That's an instant cash back program that puts money in your pocket whenever you shop.</i></p> <ul style="list-style-type: none"> <li>• <i>From Best Buy, Home Depot, and Kohls to Olive Garden, Chipotle, and Delta Airlines, your cash back can add up to hundreds of dollars a year, whether you shop online or in store. How does that sound?</i></li> <li>• <i>Make purchases at over 300 partners including retailers, restaurants and travel partners and immediately receive up to 10% cash back on each purchase depending on where you shop.</i></li> <li>• <i>This benefit is only available to Cinch customers.</i></li> <li>• <i>You can save upwards of hundreds of dollars just by shopping, ordering food, dining out, or traveling.</i></li> </ul> <p><i>The more you use, the more you save!</i></p> <p><i>So, let me keep your warranty coverage active and send you an email with your personalized Shopping Boss access info. I just need to verify your email address, is it _____?"</i></p> <ul style="list-style-type: none"> <li>• <b>IF NO or Customer Refuses to Provide Email Address:</b> <i>"I understand however, without an email I can't continue with the offer since this benefit must be fulfilled digitally using your email address."</i></li> </ul> <p style="text-align: center;"><b>IF YES:</b> Go to SAVE CLOSE <b>IF NO:</b> Go to CANCELLATION CLOSE</p>
<p><b>SAVE CLOSE</b></p> <p>Use when Shopping Boss saved a customer.</p>	<p><i>"Great! Then for now we'll keep your &lt;Plan Name&gt; coverage active. Remember, if any covered item in your home breaks down, your Customer Service team is available 24/7 to help. Give us a call any time.</i></p> <p><i>In the meantime, you should receive an email about your Shopping Boss cash back membership. If you have any questions about the program, the app or how to get your cash back, just call xxx-xxx-xxxx. That number will be in the email sent to you.</i></p> <p><i>Thank you for calling today and for your continuing to be part of the Cinch family. Have a great day. Goodbye."</i></p>
<p><b>CANCELLATION CLOSE</b></p> <p>Use current close after retention effort fails and customer's plan is cancelled.</p>	<p>Use current cancellation close.</p>