

Many companies use warranty cards as a marketing tool.

Since Power Climber sells through a dealer network, it does not create direct mailing lists from warranty cards. Power Climber interacts with its dealers for all support and sales needs. It is typically only at the request of a dealer that Power Climber interacts with the end customer.

Although warranty cards are not necessary to get warranty service, they are maybe the only way a company has to notify you of a Service Instruction notice.

Service Instruction notices are issued periodically to inform purchasers of Power Climber product about some change. These notices could be as basic as a part number change and could include a product recall.

If a condition presented itself that needed correction, returned warranty cards would be one method used to contact the buyer of the affected equipment. With the average return rate of most warranty cards somewhere between 3%-20%, there are potentially many buyers who are not notified by this method.

### **Warranty Cards: Part of a Customer Service Program**

Some Power Climber dealers fill out and mail back the warranty cards on any resale purchase of hoists. Other dealers allow the customer to complete the card at their own discretion.

Since the main objective of returning warranty cards is to establish a list of customers to contact at the issuance of a Service Instruction notice, these cards are very valuable.

Completing the warranty card, on behalf of your customer, as part of your customer service program can be a great asset to your company. By filing the card with Power Climber you will be notified of a Service Instruction that may affect the product you purchased or sold. Your customer can also be notified directly as well if need be.

By completing the warranty card on behalf of your customer, you can help insure that if they need to be contacted, that it can happen without delay. Remember that good record keeping is essential in our industry. Maintaining accurate records of customers and the products that they own is important for billing, reminding them about necessary service and, changes in your company or products that you offer.

### **Warranty Cards: The Power Climber Part**

Power Climber can help its dealers prepare lists of companies to whom they sold product. This information can be created from shipping records and submitted warranty cards.

These lists can only be as accurate as the information that is submitted. If a drop shipment occurred to a temporary jobsite on your behalf, this information would probably not be useful for contacting the customer months or even years later. That is one reason why warranty cards are

so important. Completed warranty cards should list the permanent location of operation for the customer.

As a service to its dealers Power Climber can provide warranty card information for notification of Service Instruction notices. If the information is not provided it makes this task more difficult. If your company completes the warranty card on behalf of your customers, you are providing that extra measure of customer service for your customer by insuring they can be notified if any need arises.

Power Climber provides many services to its dealer network. Several are:

1. Customers contacting Power Climber for local hoist service are matched with a dealer.
2. Customers that contact Power Climber for sale of equipment are directed to the closest dealer.
3. Customers that contact Power Climber and need a dealer with special skills or abilities are matched to the appropriate local dealer.
4. Power Climber provides its dealers with easy to use spare labels listings for its products.
5. Power Climber maintains a theft log where dealers can access a serial number listing of hoists that have been reported stolen.
6. Power Climber dealers have access to spare parts listings, service training, OSHA code searches and interpretations, assistance with rigging solutions and much more.

### Did You Know?

- Regular service and maintenance lowers equipment maintenance costs and retains the best value over the life of the equipment.
- Power Climber performs service work on an as-needed basis.

### Tips and Tricks

- Prepare a listing of your customer owned hoists and send out reminder cards to bring these hoists in for service.

For questions or comments, contact Customer Service at 1-800-560-CLIMB (2546) or [customerservice@safeworks.com](mailto:customerservice@safeworks.com).