

VIDEO DIAGNOSIS

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CUSTOMER GUIDE

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Customers are interested in video diagnoses

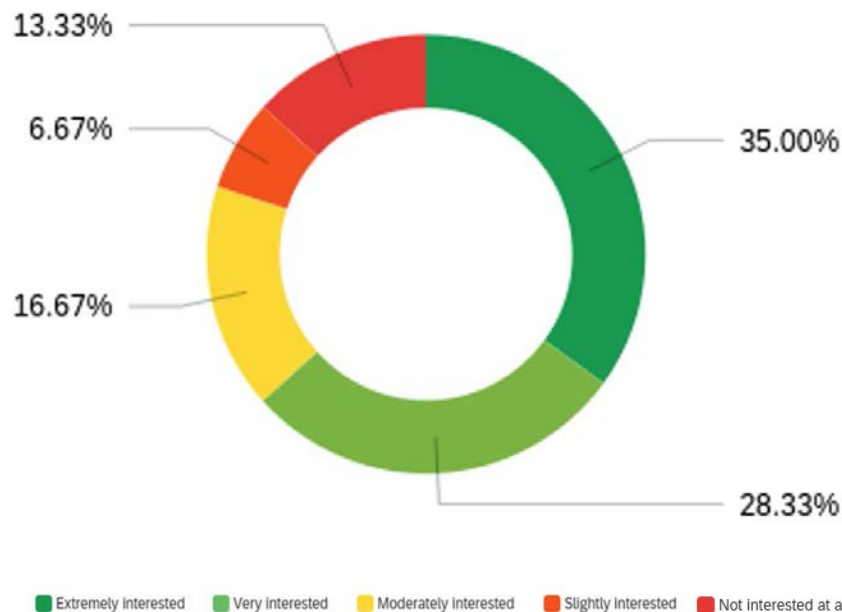
The key to getting customers on board is to set clear expectations and overcome hesitations on the front end.

When explained upfront, over 60% of AHS® members surveyed were very-to-extremely interested in doing a video diagnosis during the service experience.

Use this guide to help answer questions and prepare your customers for the video appointment.

*Data collected through MyAccount survey of 60 members

After describing a video diagnosis appointment, we asked, “how interested would you be in a conversation like this?”*



Good for your customers...

Faster service and easier diagnoses mean higher customer satisfaction. Your customers will appreciate you saving them time and will be impressed that you're using the latest technology to do so.

...and our members

By joining the Frontdoor family of brands, our members get more than a traditional home warranty or service plan. They get the confidence and peace of mind that comes with 50 years of experience — and a trusted ally in homeownership.

We're proud to partner with you, our skilled contractors and technicians, to help deliver that promise.



Best Practices for Customer Acceptance

- **Scheduling a Video Diagnosis with customers requires Selling – its critical to the overall success**
- **Present the Video Diagnosis as the process – don't offer it as an option**
- **Assume the sale** – approach each call as if the customer will accept the Video Diagnosis appointment
- **Believe in what you're selling.** You are trying to help the customer complete the repair sooner. There is no downside to a Video Diagnosis for the homeowner.
- **Keep it short, sweet and to the point** – act like this is the way you've always scheduled appointments
- **How you say it is more important than what you say** — be confident! Know what you're talking about
- Asking the customer yes/no questions (*that they will usually answer yes*) can **put them in a positive mindset** – and make it easier to accept the appointment
 - Are you at home with the appliance? (*if technician is available to Stream at that time*)
 - Is this your cell phone number? (*Almost always yes*)
 - Do you have a smart phone? (*Almost always yes*)
- **Practice and be prepared to overcome common objections!**

Sample Scheduling Script 1

Hi! This is [name] with [company name]. I was calling about the [issue] with your [item] and wanted to find a good time to get you on the schedule! (Pause)

Okay perfect! Right now, we're doing pre-screenings for all of our appointments. This allows us to get a better idea of what's going on with the [appliance] before we come to your home. . . That way, if any parts are needed, we can order them first and then come out with the parts in-hand ready to go.

Are you at home with the appliance? *(if technician is available to Stream at that time)*

Is this your cell phone number?

Do you have a smart phone?

Great! We are going to do the screen through a video chat with a senior technician and it looks like I have an appointment available for [appointment day] between [time window], does that time work for you? (Pause)

It's very simple. What will happen [appointment day] between [time window] is that you'll get a text message to your phone with a link in it. All you have to do is tap the link and it will automatically connect you to our senior technician. We just ask that you're at home and near your [item] at that time.

Sample Scheduling Script 2

Hi! This is [name] with [company name]. I was calling about the [issue] with your [item] and wanted to find a good time to get you on the schedule! (Pause)

Okay perfect! Right now, we're doing pre-screenings for all of our appointments. This allows us to get a better idea of what's going on with the [item] before we come to your home. . . That way if any parts need to be ordered we can go ahead and do so and then come out with those parts in-hand ready to go for you.

This will be done through video chat with a senior technician and reduces your wait time the day of the appointment by up to three hours or more. It looks like I have an appointment available for [appointment day] between [time window], does that time work for you? (Pause)

It's very simple. What will happen [appointment day] between [time window] is that you'll get a text message to your phone with a link in it. All you have to do is tap the link and it will automatically connect you to our senior technician. We just ask that you're at home and near your [item] at that time.

Overcoming Objections

If your customer says...	Try saying...
<i>I just want you to send someone out...</i>	<p>I understand how you feel. We will absolutely do that. The best way to do that is to do a quick video chat... then we can schedule you for the in-home repair appointment.</p> <p>Other customers felt the same way on their first time, and we've found that they're giving rave reviews about how much faster it is.</p>
<i>Is this replacing my in-home visit?</i>	<p>No, we start with a quick video diagnosis appointment with a [senior technician/tech/expert] so we can see what's going on with the [appliance] and make sure that we have the right parts on our truck when we come out to your home. This usually helps us complete the repair during the first visit.</p>
<i>This will just slow the process...</i>	<p>We actually accelerate the repair by having a Sr. Tech conduct a video diagnosis before coming to your home.</p> <p>Our customers love that we can provide a one-hour window – up to three hours less time waiting for our tech.</p> <p>In about 5 – 10 minutes, our Sr. Tech can gather all the information needed to order parts and coordinate anything that needs to be done beforehand to help resolve the problem in only one visit to your home. Without this step, most repairs need two visits.</p>
<i>You're going to have to come out anyway...</i>	<p>We can schedule this video visit faster than an in-home visit and capturing this information ahead of time helps us be better prepared when we come out to your home.</p> <p>We can schedule a video appointment to get started [today/tomorrow/this week], or we can start your repair in [__ days] when our first on-site visit is available.</p>
<i>I already did this with a service agent...</i>	<p>Thank you very much! Our technician needs a few additional details to make sure we have everything that's needed before our first visit and it will only take a few minutes."</p>

Overcoming Objections

If your customer says...	Try saying...
<i>Is it safe and secure?</i>	<p>Absolutely! We'll talk you through exactly what we're looking for — you won't need to do major physical or technical tasks.</p> <p>You're in control of the camera and your personal information is protected the entire time.</p> <p>If you don't feel comfortable walking around your house with the camera turned on, you have the control to turn it off until you get in front of your appliance.</p> <p>We understand your concern — this technology gives you the control to turn the camera on/off at any time. We don't have any intention to capture the interior of your house. We only need to capture model, serial #, any error, symptoms and item location.</p>
<i>I'm not great with technology.</i>	<p>I completely understand how you feel – I'm not a techie person. I didn't realize how easy it was when it was new to me.</p> <p>But trust me this is super easy! You don't have to download anything.</p> <p>You just have to click a few buttons...and our tech will walk you through the process step by step.</p>
<i>You can't fix my problem over the phone...</i>	<p>This is a common misperception for new users. This step does not replace our repair visit.</p> <p>By using a video chat to make a diagnosis, we can accelerate it by completing the repair the first time we visit your home.</p> <p>And it also reduces the window of your first appointment from up to 3 or more hours to no more than 1.</p>

Overcoming Objections

If your customer says...	Try saying...
<i>Will it work on my phone?</i>	<p>If you have a smart phone with good wireless internet connection, Stroom should work perfectly.</p> <p>See the Tools and Tech section of the Stroom Training materials for additional info.</p>
<i>I'm too busy...</i>	<p>It usually takes less than 10 minutes and helps the overall repair process go faster.</p>
<i>What if we don't need a part?</i>	<p>This step can often help us accelerate the process even when a part isn't needed to repair an appliance by identifying anything else we might need to do to resolve your problem in one visit to your home.</p> <p>If we believe a part isn't needed, we immediately put you on the schedule with the confidence that we will assign the right tech with the right skills and have discussed anything you need to prepare in advance.</p>

Sample Pre-appointment Notification

Send the following via email or text a couple of days before the appointment to help prepare your customer for the visit.

Subject: Your Appointment Details

Your Video Diagnosis Appointment is coming up!

[enter time and date]

As a reminder, we'll use this time to help speed up the overall repair process by capturing information about the item and symptoms you're experiencing. This allows us to identify any necessary parts and usually fix the problem in only one trip to your home.

Please call or email us if your plans change; missing this appointment may cause delays in solving your problem.

BEFORE THE APPOINTMENT:

- **Smart Phone:** Fully charge your phone and make sure you have a strong connection near the faulty item.
- **Access:** Make sure you have access to and around the system/appliance. If you are able, it may be helpful to move the item away from the wall to provide better views into the problem.
- **Visibility:** Turn on all lights and have a flashlight on-hand. This will help you illuminate any darker spaces our technician needs to see.

AT THE TIME OF THE APPOINTMENT:

- **Our technician will send a secure link via text message** during the appointment window.
- Before you click the link, go to the faulty item, then accept the link to join our technician and begin the diagnosis.
- The technician will guide you through the call to diagnose the problem.

After the appointment

Appointment Outcome	Next Steps
Successful diagnosis made	<p>Great! Be sure to save your Stroom recording (See the Tech Guide for tips).</p> <p>Thank the customer or member for their time and explain how the video diagnosis appointment was beneficial.</p> <p>Clearly explain any next steps for completing the repair.</p>
DIY: Customer was able to resolve the issue during the video call	<p>Schedule a follow-up call or video appointment to confirm that the system is still operating.</p> <p>After the follow up appointment, update the dispatch status to “Job Complete”</p> <p>If you are unable to reach the customer for the follow up appointment, you can update the status to “Job Complete.”</p>
No diagnosis made	<p>If you still need an in-person visit to complete the diagnosis, that’s ok! You’ve still learned something about the situation and can use that to maximize your time in the house.</p> <p>Explain the situation to the customer and set the expectations for the in-home visit.</p> <p>Schedule the appointment with the customer and move to the next step.</p>
Non-covered or denial discovered	<p>If you identify non-covered charges or situations that will result in a full denial DO NOT inform the customer until a Frontdoor authorization agent has been consulted. Make sure the Stroom session documents the conditions and explain to the customer what parts, repairs and/or other adjustments are needed to complete the repair. The authorization agent will contact the customer to discuss next steps first, then they will contact you to discuss the outcome.</p>