“Lifetime Warranty – A timeless opportunity?”

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About us

Primary Products

- Single-Ply Roofing Systems
- WIP Roofing Underlayments
- Accella Spray Foam Insulation

Key End Markets Served

- Non-residential Construction
- Re-Roofting and Maintenance
- Building Envelope
Carlisle Warranty Business Model

Carlisle

- Durable products
- Long-term Warranties
- Customized Offerings on approved designs

Building Owner

- Protection
- Sense of Security
- Long term partner

Roofing Applicator

- Quality Designs
- 1 to 2 year install
Lifetime Warranty - Challenges

Challenges

- Pricing it right
- Operational efficiency
- Dependency on workmanship and labor shortage
- Increasing cost of servicing over a longer period of time
- Local law changes (Advanced building standards)
- Validating the workmanship before issuing warranty
- External factors such as weather affecting failure rate
- Knowledge management: key product and complex design knowledge with aging population
- Customer expects more for less-longer terms for lower price

Opportunities

- Long term customers
- Ability to push margins if failure rate and cost is kept under control
- Create loyal sales and service network
- Industry position consolidation
- Long term Warranty paid upfront
- Repeat customers at the end of the warranty term
Industry Trends

And how we are preparing for it...

Trends

- Visibility of information
- Accessibility
- Amazon Effect – Anticipate needs not just respond to them
- More for less
- Commoditization of products

Actions and Response

- Adjust warranty terms and offerings
- Provide innovative mobile solutions
- Enhance online customer environments
- Focus on the Carlisle Experience

Take Away: Demonstrate and ensure that a warranty has extreme value no matter the length
Key Learnings from C.O.S

- Product Innovation
- Expert and loyal partner network
- Use of advanced hardware / software
- Team Mentality
- Traceability / Documentation
- Customer Outreach
- Product Innovation
- CCM INSPECT

CARLISLE OPERATING SYSTEM
Role of Technology

- **Analytics everywhere**
  - Measure trends
  - Predict and Forecast failures
  - Pricing optimization
  - Reduce human error in validating warranty

- **Knowledge management**
  - Retain structured and unstructured information
  - Collaboration

- **Ease of doing business**
  - Multi-channel interaction
  - Improved user experience
Customer 360

- The Past, Present and Future
  - Product / Service activity
  - Interaction across channels
  - Interests and view
  - Campaigns

- Organization and personal profile
- News
- How do they relate to the organization
- Context of the interaction
- Is there a recent order or case?

- Upsell and cross-sell opportunities
- Predict user actions
- Predict product performance
Customer Experience Trends

- Omni channel – micro moments
- Use of AI
- Self-service – live agents and chat bots
- Role of IoT
- Integrated cloud solutions
THANK YOU

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