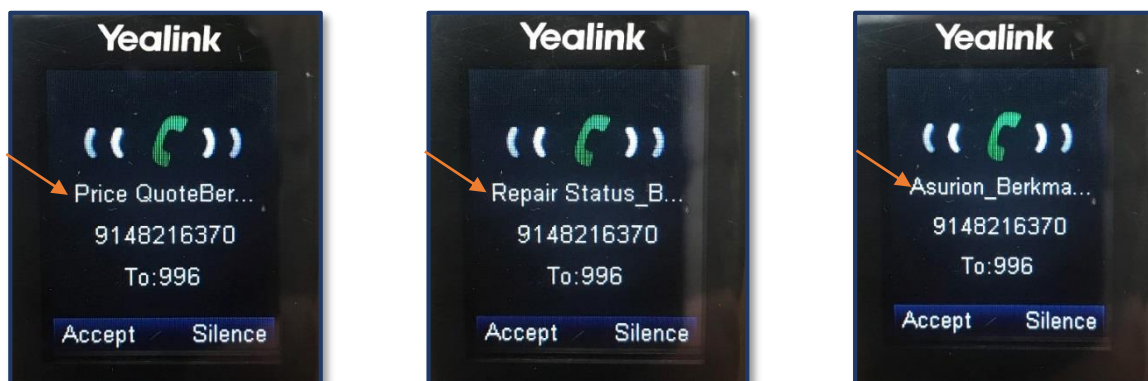


## The Benefits of Automation

Through the integration of Auto Attendants and Integrated Voice Response (IVR) technology, we have been able to create labor efficiencies for your uBreakiFix store that exceed the cost of your phone system.

We have automated the most common phone calls that a store receives, such as hours of operation and location info/directions, in order to free up the technician's time and keep them focused on the task at hand... completing quality repairs – fast! But that's just the beginning. There are many efficiencies we've included in your system that not only benefit the store's operations, but also improve the customer service experience as well. The customer can now easily contact Asurion, Samsung, and Google, to facilitate making a claim or check on the status of a repair. This benefits both the customer and the store. Automating this has eliminated a significant number of phone calls that were previously handled by the staff in the store.

Additionally, when the phone rings, the intention of that phone call is displayed on the handset. When the tech picks up the call, before he/she even says hello, he/she knows what the customer needs. The readout on the phone shows, Price Quote, Repair Status, Asurion, Samsung, or Google, as well as the caller's phone number. This is a direct result of the customer's interaction with the auto attendant and IVR.



The following statistics are actual and real. They demonstrate the efficiencies the phone system creates by taking away the need for the store staff to perform the same functions. This data encompasses four Westchester, NY stores for a period of 30 days.

Calls for Directions and Hours of Operation: 731 calls (18% of all call volume)

This equates to 1,462 minutes (average call time is 2 minutes) of calls or 24 hours of labor.

At an average employee pay of \$13/hr, that's a savings of \$312.

Asurion Automated Calls: 40 calls (equals 80 minutes of time saved) and a savings of \$17.60.

Samsung Automated Calls: 7 calls (equals 14 minutes of time saved) and a savings of \$3.08.

### Total savings for 4 stores: \$332.68

These statistics have been replicated by other stores around the country.