



CUSTOMERCARE™ SOLUTIONS

For a trouble-free consumer experience

Even perfectly planned campaigns can encounter problems. The goals of security and compatibility can frequently be at odds, leaving some consumers unable to print your coupons, or not receiving the brand experience that you had planned.

No Printer, No Problem!

There will always be some consumers who cannot or choose not to print your coupons - reasons include, no printer, don't want to install software, instructions on screen not followed, to corporate firewalls and unsupported browsers. To address this, Couponstar's CustomerCare Print & Mail™ packages provide a suite of alternative support solutions for delivering coupons to consumers by post – ensuring the service levels that you expect and creating a trouble free experience for all. Consumers are happy and your Customer Services Department is not left alone to handle unexpected call and email volumes.

CustomerCare™ Solutions

Overview

Integrated Print & Mail™

An integrated postal delivery option is activated within your campaign, providing an immediate alternative to consumers that cannot or choose not to print your coupon themselves.

CustomerCare Print & Mail™

When budgets don't cover integrated Print & Mail™, we recommend activating CustomerCare Print & Mail™ to enable postal coupon(s) to be issued to customers that contact us or your Customer Services department with genuine issues.

Consumer Affairs Service (CAS™)

This easy to use web-based service can be setup for your Customer Services department, enabling them to issue coupons to customers by post. CAS™ provides true customer care and instant satisfaction, at the fraction of the costs of manual procedures. (Note: CAS™ can also be used as a stand-alone solution for your own customer services needs.)

Benefits

- Complete coverage for your coupon promotion
- Customer Service issues minimised
- Coupons printed on secure copy anti-counterfeiting paper
- Customers with legitimate printing issues are instantly gratified
- Your Customer Services department can process customer calls / emails quickly and effectively
- Controls ensure only genuine coupon requests are processed
- Easily enabled for your Customer Services department
- Alternative batch-load system available for integration with your CRM systems
- Customise consumer letter to meet your Customer Service requirements
- Address verification & duplicate detection

SAMPLE PRINT & MAIL COUPON

Joe Bloggs
10 Bloggs Road
Bloggs JB4 123
UNITED KINGDOM

Relax. Reflect. REPLENISH!

Whether you are an athlete, fitness guru, or a busy mum, Replenish Mineral Water is just what you need to get you through a workout session or a busy day with the energy and hydration necessary for a healthy lifestyle!

Enjoy your Replenish Mineral Water and try our flavoured Replenish Drinks: Guava Gusher, Pink Tomato, Cranberry Crush, Mountain Spring, and Crazy Currant.

Thank you,

The Replenish Team



IMPORTANT CUSTOMER NOTICE: Please cut out this coupon carefully outside the border or your retailer may not accept it. Each coupon is unique and personalised. Activities such as altering, selling or photocopying Couponstar distributed coupons will be detected. These activities are considered a breach of our clients Terms & Conditions and could result in exclusion from printing any further coupons distributed by Couponstar or if necessary additional disciplinary action as determined by the client and/or Couponstar.

MANUFACTURER'S COUPON		Valid Until 2/11/2010	Personalised Coupon
		 VOID 1234 0012 3456 7890 1234 01	COUPONSTAR USE ONLY 
<p>£1 OFF REPLENISH Mineral Water</p> <p><small>TO THE CONSUMER: This coupon may be used in part payment towards your next purchase of (X Product). Only one coupon to be used per purchase. This coupon cannot be used in conjunction with any other offer. Please do not attempt to redeem the coupon against the purchase of any other product, as refusal may cause embarrassment and delay at the checkout. Void if reproduced, altered or expired. Coupons cannot be sold, transferred or assigned. This coupon is valid until the date specified at the top of this coupon. COUPONS ARE UNIQUE AND TRACKABLE - DUPLICATION WILL BE DETECTED.</small></p> <p><small>TO THE CASHIER: VALID AGAINST EXACT PRODUCT ONLY. VERIFY THIS UNIQUE COUPON AT WWW.SAFECOUPONS.CO.UK</small></p> <p><small>TO THE RETAILER: (Manufacturer) will redeem this coupon at face value provided it has been taken as part payment for (X Product). (Manufacturer) reserves the right to require proof of purchase, or to refuse redemption of delisted or damaged coupons, or those that have not been correctly redeemed as instructed. This coupon cannot be used in conjunction with any other offer. Send your coupons to (Clearing House Address) within 90 days of the expiry date. COUPONS ARE UNIQUE AND TRACKABLE - DUPLICATION WILL BE DETECTED.</small></p>			
 VOID 1 234567 891231		Any Problems? Tell us at  www.SafeCoupons.co.uk	

This is footer text - REPLENISH Mineral Water

What Our Clients Say:

Print & Mail™ service helped us to reach a bigger portion of our target audience. Any consumer who wanted to participate in our couponing campaign was not only able to do so but they also received their coupon within 4 working days; all managed by Couponstar. CAS™ system allows us to handle customer service matters, in fact it works so well for us Customer Services team us the service even when we're not running a campaign!

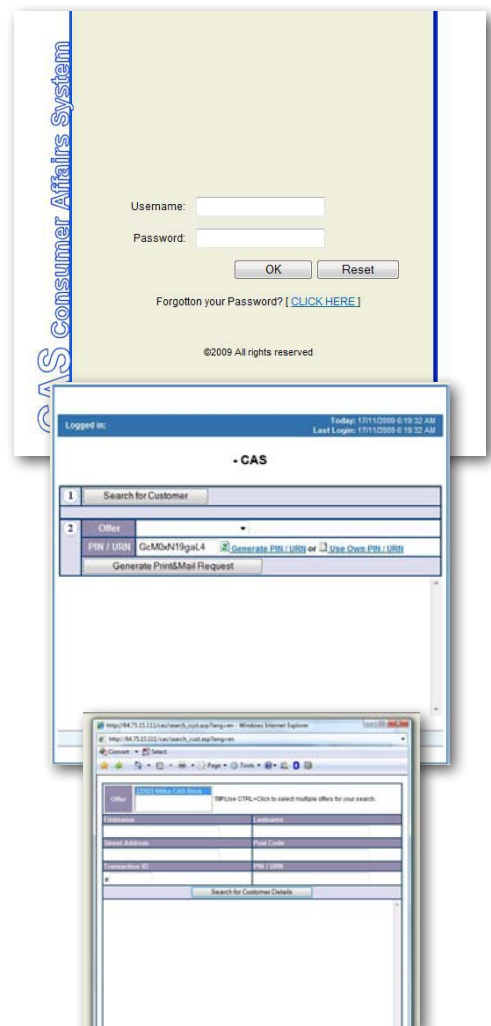


Fig. 1 Consumer Affairs Service™ Terminal (CAS™)

Client Spotlight: Ella's Kitchen

The Customer Services team at Ella's Kitchen's use CAS™ combined with CustomerCare Print & Mail™ as a standalone facility to issue coupons up to £5.00 OFF in value to customers who contact them with genuine issues. This managed solution provides them with a facility to instantly gratify customers whilst saving them precious time and administration.

At A Glance

- Reach consumers who can't or won't print your coupons
- Avoid increased phone and email traffic to your Customer Services Department
- Protect your campaign with additional anti-fraud and anti-counterfeit measures
- Enjoy the all same tracking and security features as our online-printable coupons
- Manage FREE product or high-value coupons not suitable for printing online