



Chris Dunn Consulting



Domestic
& General

Domestic & General is the UK's leading specialist warranty provider, offering comprehensive product protection for millions of customers worldwide. Its primary focus is providing product protection for major domestic appliances and consumer electronic products. Together with its manufacturing, retail and financial services clients, it provides warranty services for many major UK and international brands.

Expect More

As part of its "Expect More" value creation plan, Domestic & General aims to further develop its already strongly growing UK business. Key to the success of this plan is Domestic and General's ability to influence its partners, particularly appliance manufacturers, to ensure that they actively offer the benefits of its warranties and consistently deliver great customer service at all points in the product lifecycle.

Chris Dunn Consulting was appointed to work alongside Domestic & General's sales and marketing teams to assist a major white goods manufacturer to upgrade its service commercial infrastructure in order to increase the effectiveness of its extended warranty programmes.

How Chris Dunn Consulting helped Domestic & General to deliver more

Leveraging existing knowledge of Domestic & General's business model and expertise in successful manufacturer approaches to after sales and service marketing, Chris Dunn Consulting:

1. Carried out a deep dive on the customer journey, identifying areas for improvement within the client's operation as well as at Domestic & General itself
2. Submitted recommendations for product and process changes, designed to improve customer satisfaction which supports longevity and value
3. Worked with the client and outsourced digital agencies to introduce a new service support website
4. Provided ongoing commercial support to the Domestic & General account team at a time of change

Value Created

A new website was designed and built on time and on budget to provide the client and its customers with a valuable online resource for appliance care and repair issues. New marketing collateral was added to the more customer centric materials that were already in development for the client. Following adoption of process improvements for Repair & Protect, sales grew strongly as a result of increased demand and higher conversion. Changes in other areas are currently also under consideration by Domestic & General and its client.

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Smart Solutions Delivered With Integrity



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Domestic & General's Sales Director, Steve Purser, commented:

“We brought Chris in to accelerate change with a valued client who is committed to develop its extended warranty business with us. Not only did Chris present some insightful recommendations, he actually worked together with us to implement them, bringing alive the value of our products and services whilst ensuring consumer needs were met.

Chris helped us and our client to achieve some very ambitious growth targets during the second half of 2014 as well as supporting us in laying the foundations for further success in 2015”.