



## SUCCESS STORY

# SONY

*Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Sony creates products that innovate and inspire generations, like the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to industry leading 4K and 8K Ultra HD TVs.*

### SONY INITIAL GOALS AND CHALLENGES

When Sony first partnered with Registria in 2014, their top focus was finding ways to stay competitive in a quickly evolving market. Sony recognized that in order to improve their leadership position in the industry, they would need to **pair their innovative products with amazing ownership experiences** like a value-added owner onboarding process and digital product support options. Sony also wanted to **offer a top-rate aftermarket plan for product protection, service, and care that would enhance brand loyalty in its highly competitive market.** Data security and adhering to privacy laws was also a critical concern. Sony's internal resources were robust, but focused on other initiatives. They decided it would be better to partner with an external team of experts that could focus on helping them achieve their goals.

### AT A GLANCE

#### Challenge:

Improve leadership position in the industry and find innovative ways to retain existing customers and stay competitive in a quickly evolving market

#### Solution:


Implement Photoregister to provide a value-added owner onboarding process and digital product support options. Offer an aftermarket Care plan for product protection and service that enhanced brand loyalty and customer satisfaction

#### Results:

 **6X**  
INCREASE in product registration rates and owner identification

 **180%**  
INCREASE in aftermarket marketing campaign sales 2020-2021

 **300%**  
INCREASE in dealer Care plan sales within two years

 **350%**  
INCREASE in point-of-registration sales since 2020

## PHASE 1 SOLUTION:

### PHOTOREGISTER & SONY PRODUCT LOCKER IMPLEMENTATION

Registria got to work improving Sony's product registration and onboarding experience by implementing Photoregister<sup>SM</sup> in 2015. Photoregister is an award-winning digital product registration method that allows customers to register their products online or via a mobile device. **Photoregister was a game changer for Sony and its product owners, making it easier than ever for owners to register their products and get product support on mobile.** Taking advantage of the many registration features already built and optimized by Registria, Sony recognized a **higher registration rate, gained more insight into customers using registration data and implemented opt-ins for future communication between owners and the Sony brand.** This, in turn, enabled Sony to provide more personalized new owner resources and **increase customer feedback via ratings, reviews and surveys.** Registria created a personalized owner resource portal called the Sony Product Locker. Owners could view their products and access helpful product information like warranty status, product manuals, and instructional videos by logging into their Product Locker.

## PHASE 2 SOLUTION:

### BEST-IN-CLASS MANAGED CARE AND SUPPORT

In 2019, Registria approached Sony with a new idea to find new revenue while further differentiating their brand: create a first-class service offering with a Sony-branded product protection plan and digital self-serve support options for product owners. Registria created a custom branded, fully managed Care program called Sony Protect, and **determined the best protection plans to offer, value-added benefits product owners wanted and competitive pricing for those offers.** Registria manages the program strategy, underwriting/administrative development, claims administration, dealer engagement and all program marketing initiatives with ongoing program optimization.

Registria partnered with Sony to **roll out the new Sony Protect program into various sales channels including DTC, retail, point of registration and aftermarket campaign offers.** The Care program was also integrated into Braavia, Sony's in-product app that is a resource hub for customers. **Registria transformed Braavia into another sales channel** by including information about the protection plans and a providing a link where customers could purchase a plan.

Registria also helped Sony leverage product activation data to identify more owners buying Care plans through retail that might not have registered their product. If the customer purchased a plan from a retailer at point of sale, that activation data can now be collected and utilized. **Registria supports all these new sales channels with continuous optimization services that monitor pricing strategy, presentation, CTAs, and attach/conversion rates.**

## RESULTS

### This success story is all about channel expansion, and the numbers say it all.

Since partnering with Registria, Sony has seen a **6X increase in product registration rates** and owner identification – over **1M registrations since Jan 2019**. Overall sales have grown by triple digits quarter over quarter since launch.

Dealer **sales of Sony's Care Plans have grown 300%** in less than two years, their aftermarket marketing campaign **sales grew by 186% from 2020 -2021 (200+% growth forecasted for 2022), reporting triple digit growth every quarter since its inception.**

Moreover, point of registration sales have generated a massive spike in post-purchase revenue, with Sony celebrating **350% growth in 2020-2021 alone.**

In addition to supporting Sony's product owners, dealers, retailers, and taking the pressure off of the brand's internal IT, Marketing and customer support teams, Registria has also effectively managed Sony's DTC sales channel and expanded sales through the Bravia app, which seamlessly integrates with the in-product interface.

## NEXT STEPS

Registria is working with Sony to integrate Sony Protect support claims directly into the Product Locker. This would enable customers to submit a support request or warranty claim directly through their Product Locker instead of calling a customer service center. Data from service calls is also integrated into the Product Locker, helping provide customers with a clear view of their support requests and bridge the gap between onsite service and customer support.

We would love the opportunity to discuss how Registria can benefit your brand. Contact us at [sales@registria.com](mailto:sales@registria.com) or visit us at [registria.com](https://registria.com)