



BRANDS INCLUDE

AMANA

KitchenAid

JENNAIR

MAYTAG

www.whirlpool.com

REGISTRIA

SUCCESS STORY

A brand built on purposeful innovation and the first brand to pilot Registria's PhotoregisterSM with the goal of improving registration rates and the onboarding process.



ABOUT THE BRAND

Built on a legacy of innovation, Whirlpool corporation started in 1911 as a small company in Benton Harbor, Michigan. For more than 100 years, its flagship brand has driven innovations from introducing the very first automatic washing machine in 1948 to winning more than 20 CES innovation awards.

INITIAL GOALS AND CHALLENGES

Whirlpool was the first brand to pilot PhotoregisterSM with the goal of improving registration rates and their onboarding experience.

After achieving their original goal, Whirlpool has since partnered with Registria to drive newfound revenue streams during and after the point of registration, develop their direct-to-consumer database, drive higher quantity and quality of verified owner ratings and reviews, and drive improvement in owner satisfaction.



01

Improve registration rates & Onboarding experience

02

Drive new revenue streams

03

Grow their direct-to-consumer database and drive a higher quantity and quality of verified owner reviews

CHALLENGE

Improve registration rates.

SOLUTION

Utilize PhotoregisterSM to offer a mobile registration channel to identify more customers.



“ *When a consumer proactively gives us their information they are twice as likely to engage with us and purchase extended service contracts, water filters, or respond to our marketing efforts.* ”

— ADAM, AUKERMAN —
(CUSTOMER AND APPLIANCE CARE)

CHALLENGE

Improve the Onboarding Experience.

SOLUTION

Use that mobile registration channel to offer customers personalized offers based on the product being registered.





CHALLENGE

Drive more positive customer reviews

SOLUTION

Utilize the larger customer dataset gathered from more known customers to promptly solicit a review shortly after registration.

RESULTS



300%

In registration rates for one Whirlpool brand, and a 50% increase across all product types and brands



7X

Revenue growth in extended service plans



8/10

People rate PhotoregisterSM as a positive Onboarding experience



2X

Increase in quantity of verified product reviews, with an average increase from 2 to 4.5 stars

ABOUT US

Registria helps brands deliver exceptional ownership experiences to their customers.

We believe ownership experiences should be frictionless. Our award-winning technology delivers highly personalized experiences across the product ownership lifecycle by identifying and onboarding product owners, creating direct sales and engagement channels, and giving owners the information, care and support they desire.

FOR MORE INFORMATION

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