



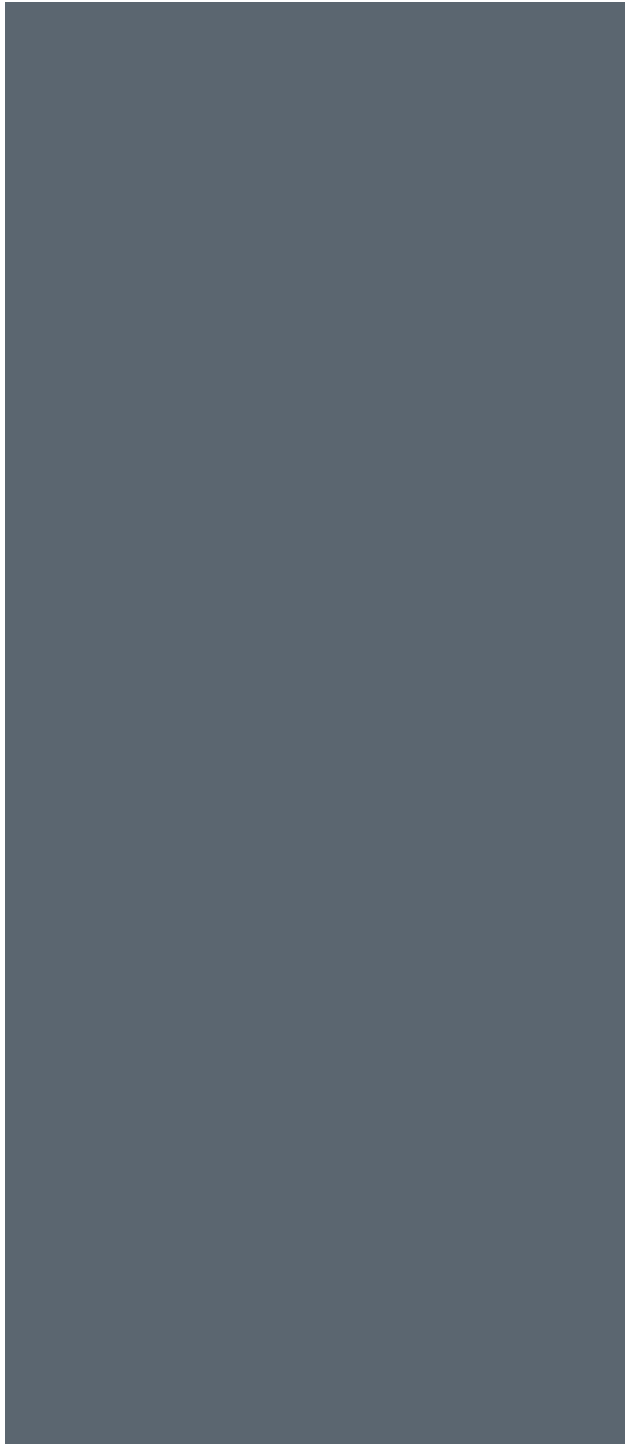
CLOVER IMAGING GROUP
Sustainable Innovation —



SUPPORT HANDBOOK

**PROVIDING BEST IN CLASS RESPONSIVE
SUPPORT TO ENSURE A UNIQUE CUSTOMER EXPERIENCE**

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INTRODUCTION

SEPARATING OURSELVES FROM THE COMPETITION

CIG (Clover Imaging Group) understands that our product quality is not only measured by its page yield, performance or test results but by the support we offer to our customers, the commitment we show to them as their partner and our understanding of their business.

Traditionally, the relationship between a company and its customer was product centric. Today however, business has become more sophisticated and there is a definite shift to making the customer the main focus for maintaining relationships. A good mutual relationship means generating

value for both the supplier and customer. A defining element in differentiating a company's offer and excelling in meeting customer's needs is in providing after sales support and services.

After-sales service is often referred to as an intangible product component (Asugman et al., 1997) and CIG shares this view. After-sales support is one of CIG's key differentiators – it is an extension of the product in many ways with its principal objective to add value to the product and to exceed customer's expectations.



The main classifications of activities within after-sales services provided by CIG are: customer support, product support and sales and marketing support. Each team within these departments is customer driven and has the objective of maximising customer experience.

New business opportunities are hard to find and so, when CIG acquires a new customer, we appreciate the importance of that customer to our company. In that sense, CIG is not just a supplier, CIG is a business partner whose ultimate goal is to help our customers grow their brand and achieve its maximum growth potential.

PRODUCT SUPPORT

DELIVERING SOLUTIONS

Why?

All manufactured products can have defects. CIG's defect rate is the best in the aftermarket, indeed, it is better than most OEMs. For a very small number that will have a performance issue, our target is to take the problem and to solve it immediately, minimising the users down time and making sure that the quality of the support provided to our customers is remembered long after the issue is solved.

How?

By CIG's in-house Product Support division, whose sole task is to manage every product performance issue a user has, with our customer's brand name. The support provided may be as simple as solving a problem over the telephone or it may be as extensive as sending a product specialist engineer to the users site.

When?

Our target is to respond to every call or email within 30 minutes. Over 98% of all calls are answered in person, and every email receives an immediate response. All phone lines and email accounts are managed by a team, so there is always someone available to help. Our target is for an engineer to be on site the next day, if required. In the last year we have achieved an on time site visit in almost 98% of all cases.

Who?

CIG has a team of technical product coordinators to receive your calls. They are supported by a team of experienced engineers who in turn can call upon the resources of CIG worldwide, that is over 240 technical and quality management staff. Our entire support resource is available at the end of a free local telephone call or via email.

If?

Sometimes it is not possible to diagnose an issue without sending an engineer on site. Consequently the engineer may find that the printer is housing another brand of cartridge or that it is the printer that needs repair. In these instances, CIG will never walk away from fixing the user's problem. Our support team or your CIG sales contact will contact you immediately to discuss the options.

Where?

CIG Product Support is a European wide operation, providing support in all countries with native speaking staff supporting all the key territories.





PRINTER DEFECT VS CARTRIDGE DEFECT

When a printer fails after years of not being maintained, it isn't unusual to blame the remanufactured cartridge. The majority of aftermarket units sold are for older model printers - printers that have received little or no maintenance. Often they are suffering the ill effects of worn out lifed components, such as transfer belts, fuser units and paper pick up rollers. When they malfunction, the toner cartridge can often be presumed as the cause. The responsibility of CIG's Product Support Organisation is to solve these issues.

It is worth noting that CIG's remanufactured cartridges have a defect rate that is better than that of many OEMs.

When a customer reports an issue with a printer cartridge, the easiest and quickest solution is to exchange it for a new one and then return the defective unit to CIG for credit assessment. The end user should have been asked to perform a few simple checks first, to determine if a cartridge is causing the problem or if there is some other issue - no paper, printer not plugged in, and so on. If it appears there is a cartridge issue, in most instances installing a new one will resolve the problem.

Some issues need a higher level of support. Solving problems such as toner dust in the printer, fuser unit paper jams, or marks on a page that do not clear after changing the cartridge will often require an engineer to be sent on site. CIG does this, for you, free of charge, attending site in the brand name of the cartridge. CIG's fully qualified printer engineers will assess the printer, conduct the repair and if necessary advise the user of any lifed components which need replacing.

After an engineer visit we will send a courier to collect the defective units. These will be delivered to our factory based Quality Assurance team. They will be examined to determine the reason for failure and a report will be sent to our customers within 10 working days. This report will show the exact defect reason - should one exist. A non-defective unit may identify a printer or end user issue. The report also shows how many of these products were purchased by the customer in the previous year, how many were returned for credit and how many were found to be defective. CIG's Product Support estimates that approximately 35% of all returned units are not defective.

On the very rare occasion when CIG's engineers cannot identify the cause of a problem, Product Support will discuss the available options with our customer, which most likely will involve the assignment of a CIG technical specialist to help identify the solution.



*Using a CIG remanufactured toner cartridge **does not** compromise the printer warranty!*

You can use CIG cartridges immediately upon purchasing - your printer warranty will not be affected.

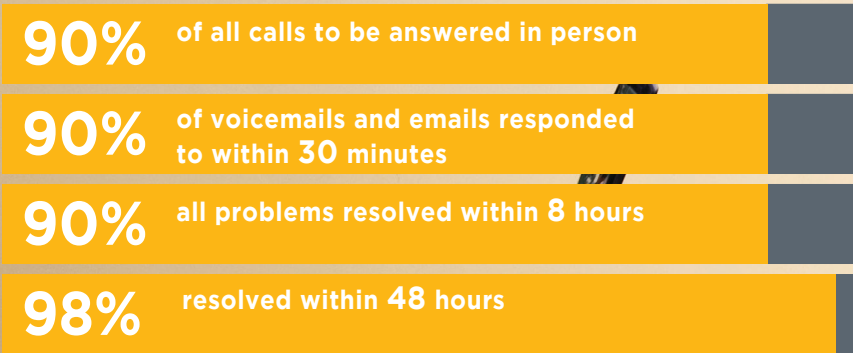
PRODUCT SUPPORT

PRODUCT SUPPORT PROCESS

DEPARTMENT OPENING HOURS



CALL RESPONSE TARGETS



SITE VISIT RESPONSE TARGETS



Note: Response times to some areas may be delayed



Your customer reports a product issue to your support team ...

- After checking the cartridge batch number to make sure it is a CIG product, your support team sends a replacement cartridge if this is expected to resolve the issue.
- The CIG support representative via the support telephone number is available if you have any questions on customer issues.
- You collect the faulty cartridge for return to CIG for QA assessment and credit.

For major issues your support team contacts CIG for direct support ...

- If required, CIG will contact your customer directly to try to resolve the issue remotely.
- If a remote solution is not possible CIG will arrange an engineer to visit your customer to return their printer to full working order. If the engineer finds the printer fault is not related to a CIG printer cartridge malfunction, we will contact you to discuss the options for resolving your customer's problem.
- CIG provides on-site printer engineers who are fully qualified to provide on-site fault assessments and repairs. The engineer represents himself as the cartridge brand engineer.
- CIG will arrange for the collection of faulty cartridges from site for return to CIG for Quality Assurance (QA) assessment and credit.
- A full report will be supplied after the QA assessment of returned cartridges.

PRODUCT SUPPORT

MANAGED PRODUCT TRIALS

CIG's Product Support team also provides assistance in product trials, which can play a key role in winning new business opportunities for our customers.

CIG always recommends that customers seek our assistance to prepare a trial where a significant business opportunity exists. Un-managed "blind" trials do not yield as many wins as managed trials.

THERE ARE A VARIETY OF REASONS FOR THIS:

- Non-mission critical printers may be used to run product trials, which will often be spare units, kept in case of emergencies and can be in a poor working condition and lacking maintenance.
- A customer may decide that a page yield test is required to qualify our products stated life. The protocol followed for this test might be at odds with the ISO industry standard CIG uses, thereby creating false results.
- The printer may sit in an environment that will cause issues, for instance in a damp, drafty corridor or placed directly under an air conditioning outlet. These factors, plus many others, can all have negative impacts on a product trial.

In a managed trial, CIG's Product Support team will attend site with your account manager. A CIG technical specialist will assess the test printers, arranging for the repair and installation of any parts necessary to return the printers to a fully functional condition. The technical specialist will also assess the test protocols to be used, offering advice and guidance. Regular follow up meetings will be arranged to ensure tests progress with no issues. If a problem does arise, the CIG technical specialist will be on hand to solve it with a minimum of delay.

Our experience shows us that time and time again new business opportunities are won by conducting managed trials.





CUSTOMER CARE SUPPORT

MANAGING ORDERS AND DELIVERING EFFICIENT CUSTOMER FEEDBACK

Providing Customer Care and Support is not, by any means, an easy task. It requires dedicated, enthusiastic and responsive professionals with excellent communication and people skills to respond to the customer's needs and provide solutions on time. CIG's customer care team understands that it is our customer's opinion that matters, to make our customers feel unique and to ensure expectations are, at the very least met, but normally to be surpassed.

Our Customer Care team provides a personalised service with a dedicated multilingual representative, by account, providing constant feedback to the customer.

SOME OF THE TASKS PERFORMED BY OUR CUSTOMER CARE DEPARTMENT ARE:

Customer Order Processing:

- Register & Classify
- Customer forecast
- Pricing & Delivery Plan
- Plan with Production
- Send feedback in 24hrs

Backlog Analysis - Daily basis:

- Cross-Analysis
- Alert & Justify Findings
- Modify Order
- Feedback to Customer

Customer Call Center - Customer Query:

- Register & Classify
- Address
- Resolve
- Feedback to Customer
- Close

• Customer Dedicated Outbound Calls - Daily basis

• Shipping Reports to Customers - Weekly basis

• Backlog Reports to Customers - Weekly basis

Additional Services provided to our Customers:

- Tracing of shipments to ensure timely arrival at Customer - Daily basis
- Forecast and Sales Reports to Customers - Daily basis





SUPPORTED LANGUAGES:

- English
- French
- German
- Italian
- Portuguese
- Spanish
- Serbian
- Dutch



Customer Care is available for answering a diversity of queries, from product availability to all aspects of our customer orders. Customer Care is constantly working to provide service with excellence and quality care.



All phone lines and email accounts are managed by a team, therefore there is always someone available to assist our customers.

DEPARTMENT OPENING HOURS ARE:



Poor customer service can quickly contradict the advantages associated with a premium product such as that which CIG produces. Therefore CIG understands the need to apply superior service quality to stay competitive and retain our valued customers.



SALES SUPPORT

SHARING OUR EXPERTISE TO HELP YOU WIN BUSINESS

CIG has an experienced group of Senior Sales Managers scattered around EMEA whose expertise is shared with our customers in order to empower and train their salesforce in selling our products and educating them on the market and the competition. These sessions help to develop strategies and tactical market approaches to increase sales and brand awareness as well as competitor benchmarking.

CIG recommends customers to schedule regular training meetings, which allow their salesforce to obtain more details about new products, compliances and certifications as well as CIG's non-negotiable policies such as 100% IP safety and customer after sales support.

AS WELL AS THE DAY TO DAY SUPPORT THAT A CIG SALES MANAGER PROVIDES, THEY WILL ALSO ORGANISE:

1 **JOINT END USER SALES CALLS**
Use CIG's sales knowledge to your advantage

2 **CONTINUOUS POST SALES SUPPORT**
You're never on your own with CIG

3 **FACTORY TOURS FOR LARGE END USER OPPORTUNITIES**
A proven deal-closer

4 **JOINT END USER PRESENTATIONS**
Let CIG's expertise help you win business



EMEA Sales Coverage



MORE THAN 25 EXPERIENCED SALES MANAGERS
covering all main territories

Clover EMEA

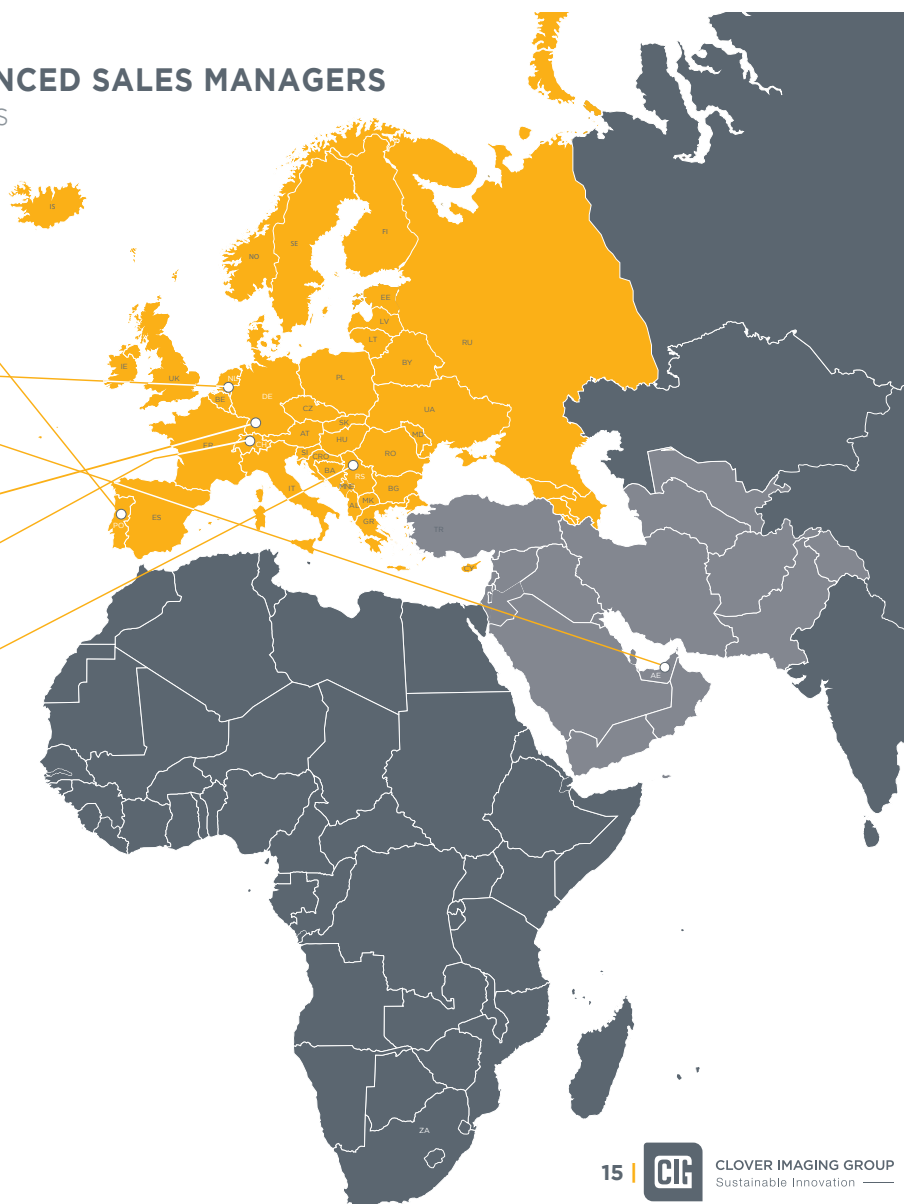
- **Headquarters & Distribution**
Vila do Conde, Portugal
- **Distribution**
Wijchen, The Netherlands
- **Distribution**
Dubai, UAE

Clover Germany

- **Administration Office**
Ettenheim, Germany
- **Distribution**
Kleindöttingen, Switzerland

Clover Serbia d.o.o.

- **Manufacturing, Administration & Distribution**
Novi Sad, Serbia





MARKETING SUPPORT

BOOSTING PRODUCT AND BRAND AWARENESS

The mistake is often made to cease marketing efforts once a customer becomes active. It's almost thought of as 'job done' once the customer sale is closed. However in reality it is essential that marketing support continues in order to earn the respect of our customers, to assure them they have chosen their supply partner well and to provide them with new and innovative ways to leverage the benefits of the product and to grow their sales.

CIG's in-house Marketing team uses its expertise and experience to support our customers' needs every step of the way. As the successful owners of several well-known brands such as MSE, Dataproducts and freecolor, it is clear that CIG knows how to build a successful brand; therefore, we apply all of our expertise collected over the years to create strong brand positioning and growth strategies for our customers' private label brands.

CIG's Marketing team is spread across EMEA to ensure marketing support is available in each of the local sales offices and to its customers. Marketing requirements differ by country and so the marketing team is equipped with local marketing knowledge to deal with those specific requirements.

CIG also has a dedicated in-house graphics and web development department which ensures a professional, creative and a uniquely responsive approach to every project.

MARKETING SUPPORT INCLUDES:

COLLATERALS

- Customised marketing collaterals to drive product/brand awareness
- Advanced web based customisable marketing

PRIVATE LABEL PROGRAM

- Expert team provides active assistance in the creation, development and management of private label ranges from boxes to labels to private label support programs

MARKETING PROGRAM

- Development of customised marketing programs/initiatives aimed to drive brand awareness and growth in private brand sales
- QR codes with installation videos and product information



CATALOGUE REVIEWS

- Ensure proper product placement , that the product is merchandised properly and information is correct such as page yield and compatibilities

WEBSITE REVIEWS

- Ensure current product offering is listed
- Maximise product content placement including images and specs
- Maximise search results



CIG's in-house Marketing team works together with our customers to grow their businesses and provide all the necessary tools and materials to develop and grow our customer's brands and subsequently revenue and profit.



CONCLUSION

WE'RE WITH YOU EVERY STEP OF THE WAY

CIG is fully committed to providing all the necessary resources to make our customers expand their business and grow their sales. Our entire structure is devoted to ensure our customers get the best... the best products, range, warranty, support and conditions available in the industry.

CIG's core values, ***Relentless Customer Commitment, Environmental Stewardship as well as Superior Product Quality and Value*** are the building blocks upon which we have built our business. They are embodied in the entire CIG organisation and reflected in every action and decision our teams take. Our support teams personify our number one priority: serving our customers with respect. As well as every other person within the CIG organisation, these teams are focused on understanding our customers' needs and ensuring an outstanding customer experience.

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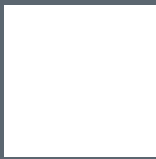
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