

 **after**

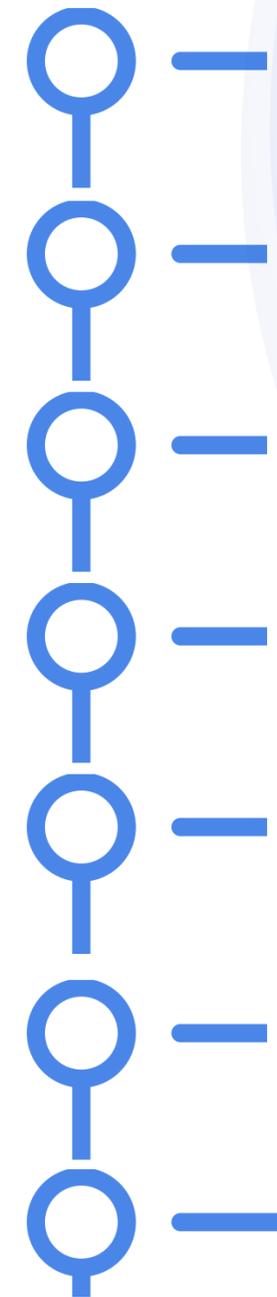
www.afterinc.com

Who is After, Inc.?

After, Inc. is reshaping how brands & retailers deliver post-sale customer experience with its industry-leading analytics, marketing and technology.

After, Inc. partners with some of the world's top brands to help transform their post-sale businesses and enhance their customers' experiences.

Our Mission: To enable meaningful connections between brands and their customers through technology, helping them turn buyers into loyal, brand advocates.

- 
- 2005** - Launched as a subsidiary of Fulcrum Analytics
 - 2015** - Incorporated as After, Inc.
 - 2017** - Acquired by Epic Insurance, now Galway Holdings
 - 2020** - Vision for QuickSuite; QuickReg Launch
 - 2021** - QuickCover Launch; Received IMA Award for QuickSuite- "SaaS Innovation of the Year"
 - Jan 2022** - Acquired Accentf(x); QuickSuite wins Dealerscope Impact Award
 - July-Aug 2022** - QuickInsight and QuickClaim launched; Received THE SAMMY for Sales & Marketing Technology "Product of the Year"

Enterprise Warranty Solutions

Warranty Marketing



- Leverage predictive analytics and multi-channel marketing to capture customers who do not purchase contracts at the point of sale
- Profit share model with clients

Warranty Analytics



- Control costs through real-time claims scoring
- Predict product failure with early warning models
- Reduce warranty risk through reserve analytics and risk management

Warranty Administration

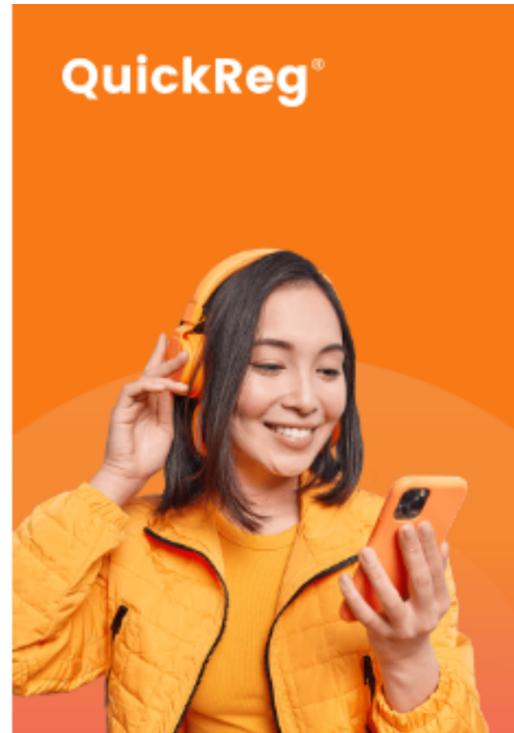


- Seamless claims management
- Platform provides real time transparency and communication between customers, OEMs, dealers, and servicer networks

→ after

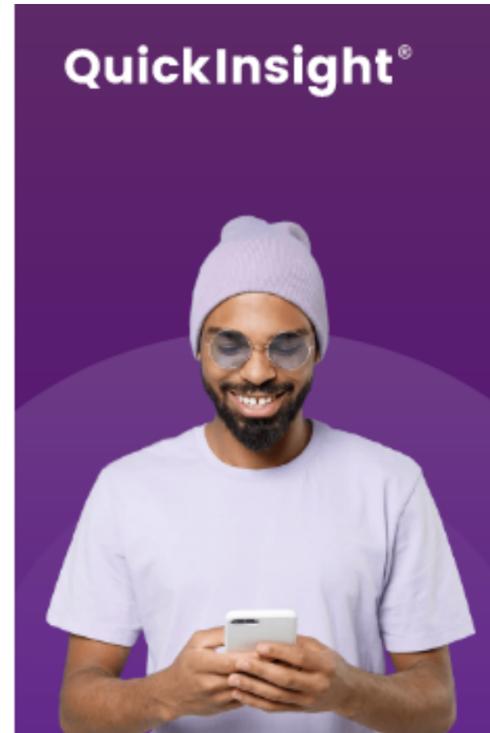
Specialty products that include **Data Rescue™**, **PowerGuard®**, and **After Protection Plans**, which allow partners to resell and embed attractive coverage into existing offerings.

Designed to work together across the entire post-sale lifecycle



QuickReg[®]

Enables an improved post-sale consumer experience and a frictionless product registration process.



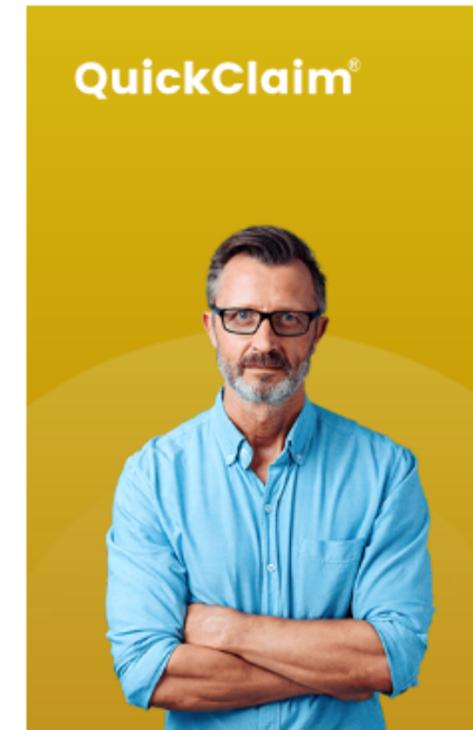
QuickInsight[®]

First party data intelligence for consumers that purchase and register products. Real-time consumer attributes that include census and household demographics.



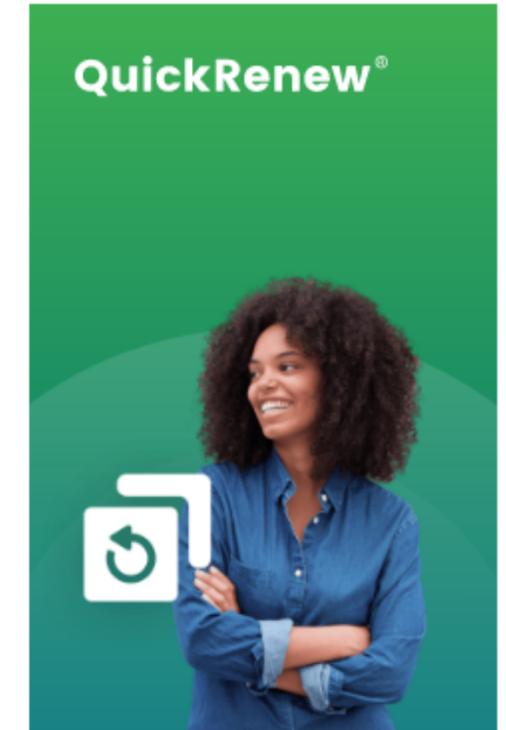
QuickCover[®]

Seamless product protection offers at purchase and post-sale. Includes downloadable extensions on Shopify, Woo, Adobe Commerce and Big Commerce. Retargeting includes direct mail, email, sms, digital and outbound phone.



QuickClaim[®]

Customized event tracking claim flows with auto-entitlement and auto-adjudication. Includes A.I. to predict risk and fraud associated with the administration of service contracts.



QuickRenew[®]

Subscription service for consumables and renewable products. Enables companies to renew contracts and ship consumables on a consumer defined frequency.



Launching
2023

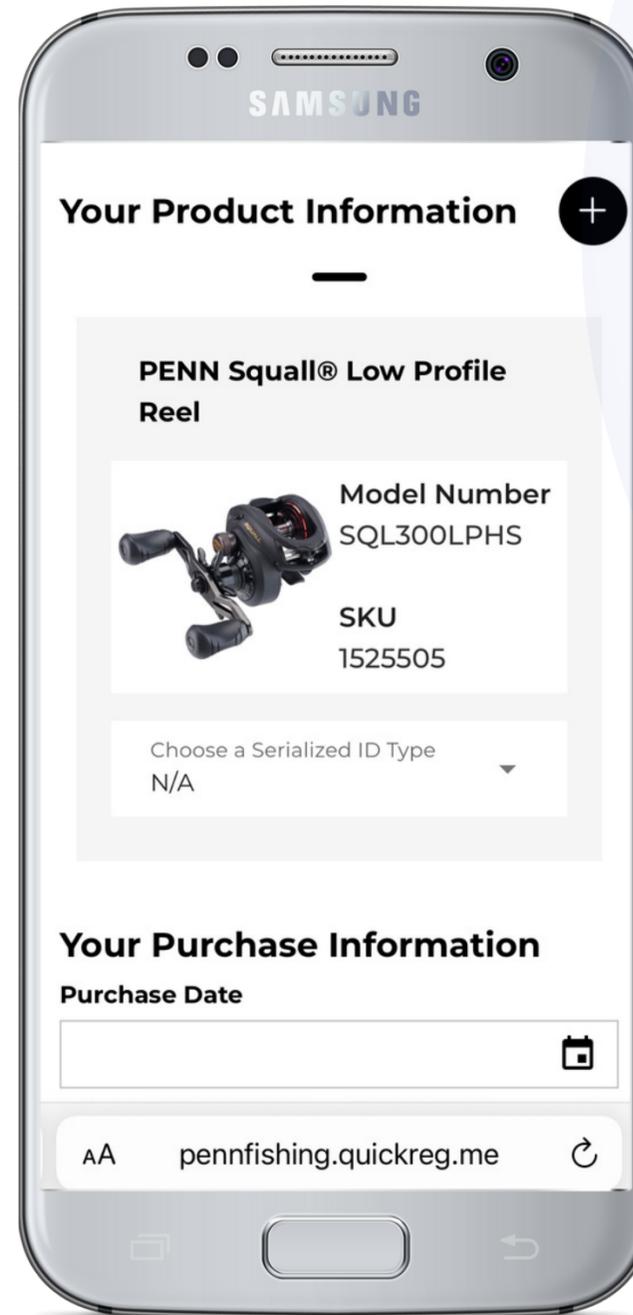
QuickSuite has received multiple industry awards

→after



QuickReg[®]

Unique QR codes or SMS key words can be added to cards, printed materials and products. Content links are connected to provide highly relevant information.



—after



QuickInsight®

Adding QuickInsight will help you better understand and segment your customers, allowing more relevant offers, and leading to higher engagement and LTV.

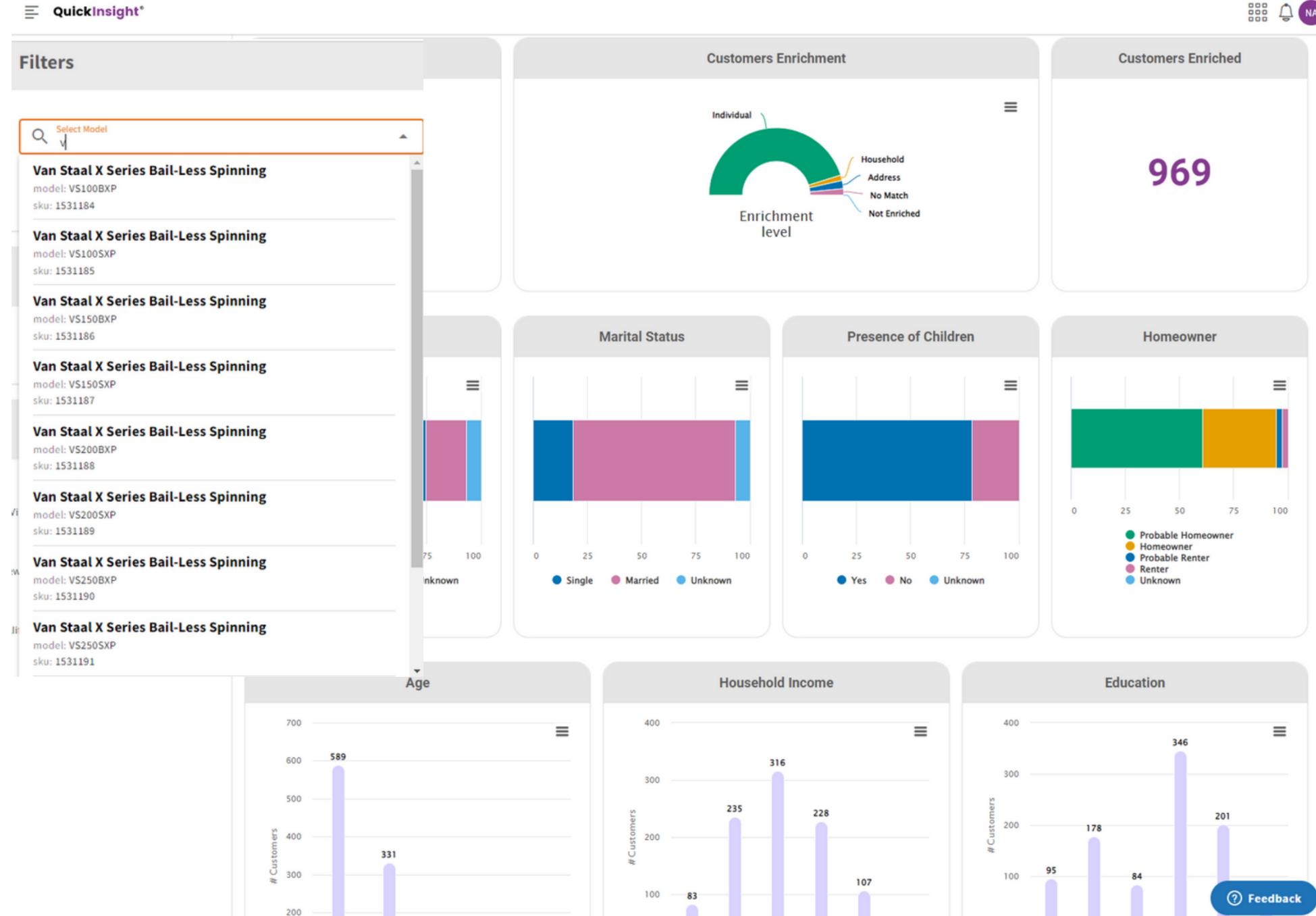
Attributes:

- Marital status
- Income Percentile
- Presence of children
- Length of Residence
- Homeowner/Renter
- Education
- Age
- Gender
- Occupation
- Household Segment

Roadmap:

- Google Retarget
- Facebook ID Link
- Custom Segmentation
- Predictive Scores
- CRM Integration

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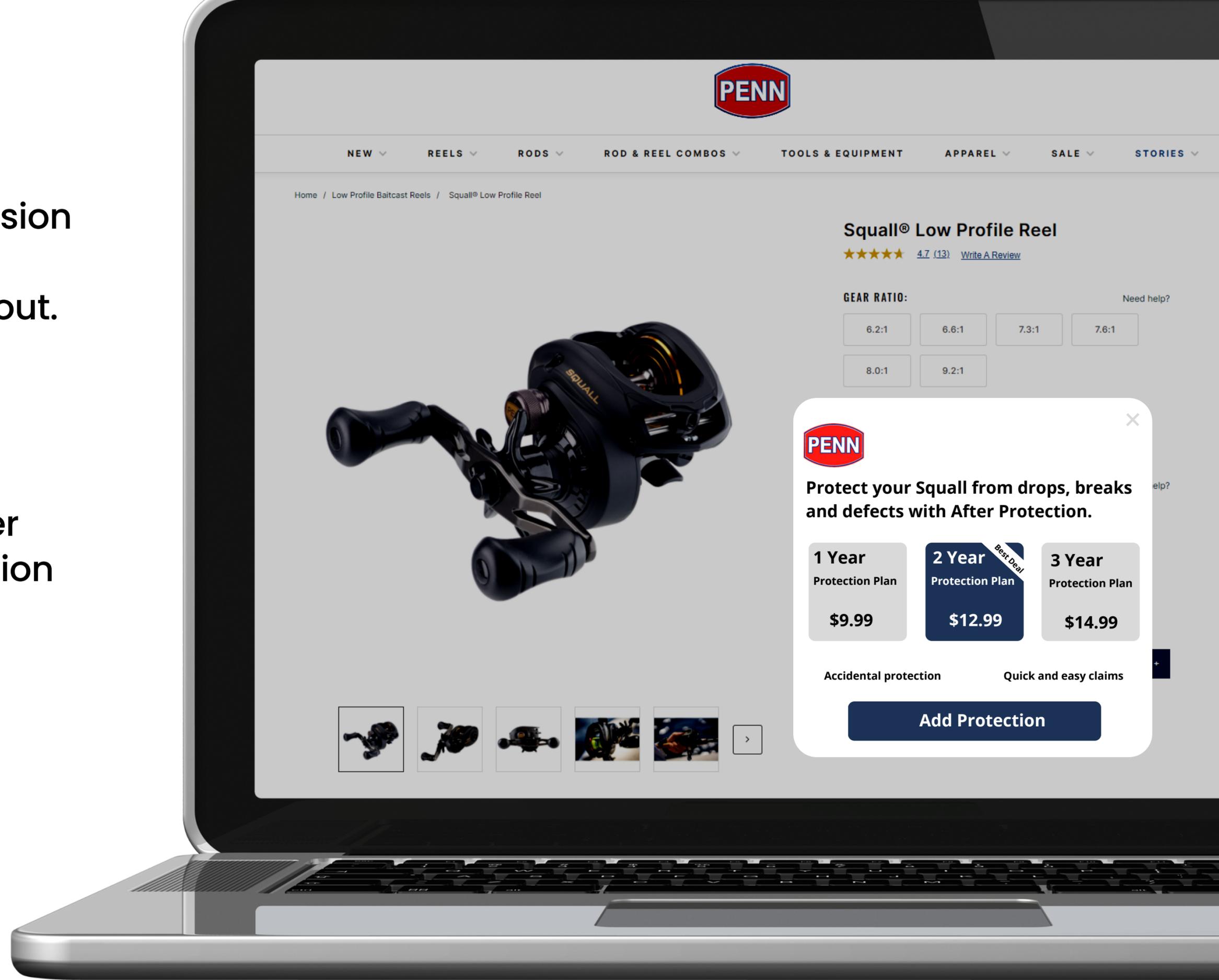
QuickCover[®]

Add the QuickCover extension to your website to offer protection plans at checkout. QuickCover can also be added at time of product registration.

Enables companies to offer their own branded protection plans.

Select your platform to see the detailed steps for setting up QuickCover

 Magento	 WOO COMMERCE
 shopify	 BIGCOMMERCE
<input type="button" value="Custom platform"/>	



QuickClaim[®] A.I.

Use QuickClaim to enhance enterprise visibility, improve first response and contact times and include the consumer into the claim event tracking stream.



205
Total Awaiting Repair
[VIEW](#)

562
In-Warranty
[VIEW](#)

278
Billable
[VIEW](#)

40
Inbound
[VIEW](#)

0
Assigned To Me
[VIEW](#)

QuickClaim[®]

APPLICATIONS

- Dashboard
- Assembly Manager
- Service Order Management ^
 - Check-In Manager
 - Repair
 - Shipment
 - Dealer Claims
- Report Manager
- Product Manager
- Content Connector
- Issue Manager
- Dealer Manager
- Parts Manager
- Email Template Manager
- Help

ADMINISTRATION

- Account Settings
- Configuration Apps v

ASSIGN

MANAGE SERVICE ORDER

Item: INT130VISSM ELCTRC 130VISS DM STNRD SLV Type: In Warranty Status: Open

Customer:

- David King
- 1 Selleck St., 5th Floor US
- dking@afterinc.com
- +12032545300

[ADD NOTES](#) [SEND EMAIL](#)

[START TIMER](#)
00:00:00
Open

Assigned To: David
Current Time Spent: 00:00:00
Date Received: 1st Jan 2021

[WORK LOG](#) [SCHEMATIC](#)

Actions: [View](#) [Edit](#)

Records per page: 5 1-2 of 2

A.I.

Claim Number 5025128 Status Pending Requested Date 12/30/2020

Risk Score 99.784

Risk Pattern

- Service age distribution anomaly - unit failure age at 36th month accounted for 25.4% of 36-month term warranty visits for dealer # 00189 (15 out of 59) in the previous 26 weeks; versus only 8.2% for peers.
- Failure mileage distribution anomaly - reported failure mileage (35,001- 36,000) accounted for 23.7% of 36-month term warranty visits for dealer # 00189 (14 out of 59) in the previous 26 weeks; versus only 7.1% for peers.
- Parts and labor imbalance - (parts cost / labor hour) is 52% greater than other dealers claiming the same job type.

Suggested Next Steps

- Verify customer concern and diagnosis
- Email copy of work order
- Review detailed part information, check unnecessary parts claimed.

Self Entitlement

PENN

← GO BACK

WHEN DID YOU BUY YOUR PENN BATTLE® III SPINNING?

Your Penn PENN Battle® III Spinning is covered for 12 months from the date of purchase

07-Jan-2022

I purchased this on the Penn website.
 I purchased this from another store or website.

A123785

Please provide any other information about problem

2022
Purchase Date

< January > < 2022 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

CLOSE

Self Adjudication

I purchased this on the Penn website.
 I purchased this from another store or website.

A123785

Please provide any other information about problem

Tell us about your equipment

Reel Rod

Select Product
PENN Battle® III Spinning

What is the main issue you are having

Technical failures

Common problems

Bail wire not tripping
 Handle will not tighten
 Will not cast

ADD ANOTHER EQUIPMENT

SAVE AND FINISH

Resolution Instructions

CONFIRMATION AND SHIPPING

1. Print out the packing slip
[PRINT PACKING SLIP](#)

2. Pack your item in a box with packing material. Before you seal the package:
◦ Cut out the bottom QR code and place it out the outside of the box
◦ Place the remainder of the packing slip into the box

3. Ship the package to:
Penn Service Department
Attn: Service
3028 West Hunting Park Avenue
Philadelphia, PA 19132

We have sent an email to you with this information. Once we receive your receipt and other status updates will follow.

SAVE TO MY TACKLEBOX

You told us you do not currently have a My Tacklebox account. Let's create an account with the information you have already provided, so that you can start a service claim and check its status.

First Name	
Email Address	dking@afterInc.com
Telephone	2125551212
Equipment	PENN Battle® III Spinning
Issue	Bail wire not tripping

We need some additional information to handle shipping for your item

1 Selleck St

Norwalk

Country
United States of America

State/Province
Connecticut

06855

.....

CREATE ACCOUNT

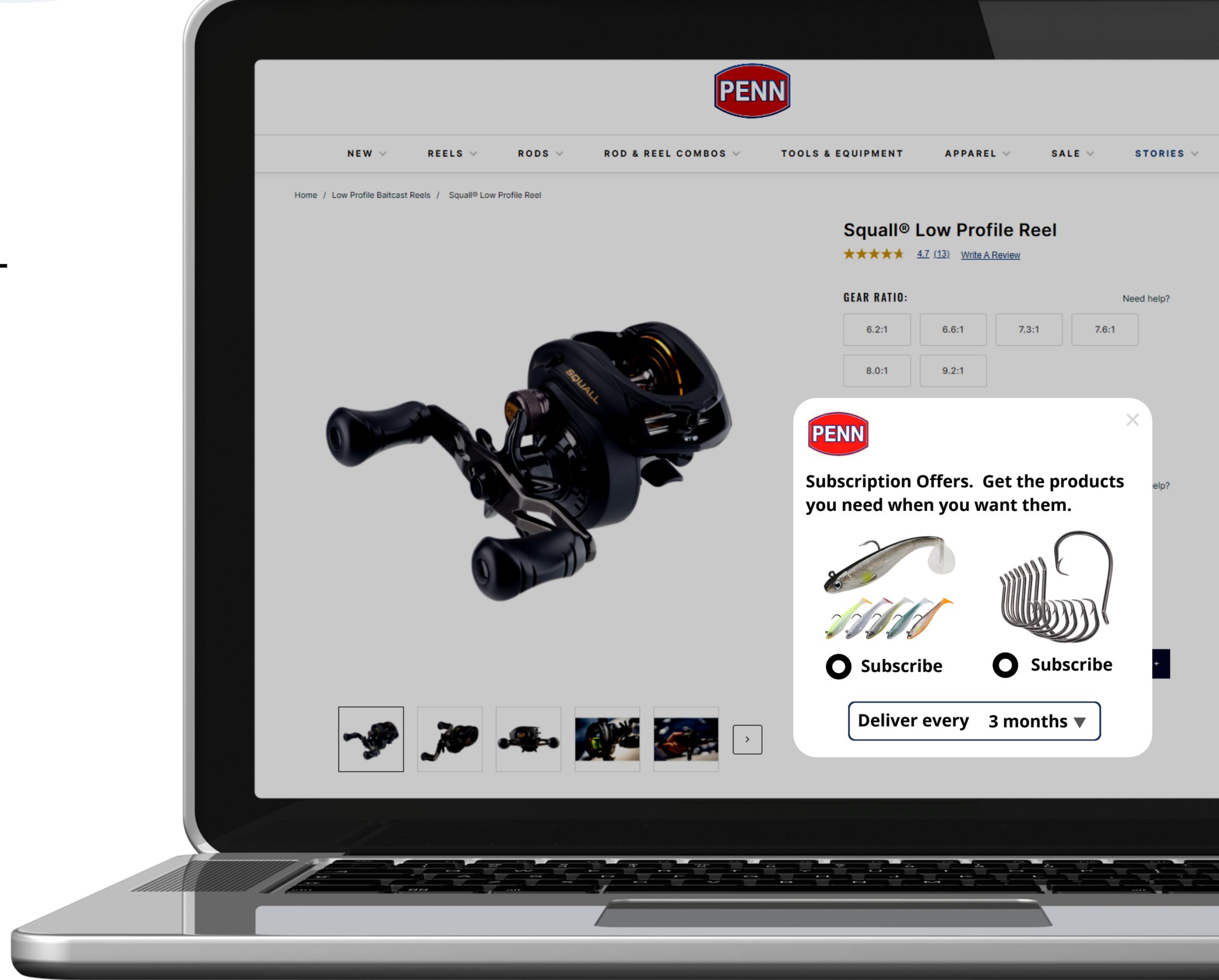
Status Communication

QuickRenew[®]

Add QuickRenew to offer next-best-upsell or cross-sell subscription offer. Guarantees lift in year-over-year increases in AOV, LTV, and ARR

Select your platform to see the detailed steps for setting up QuickCover

- Magento
- WooCommerce
- Shopify
- BigCommerce
- Custom platform



QuickSuite Full Implementation

Registration

The registration form is titled "Product Registration" and features a progress bar with four steps: Information (active), Other, Review, and Confirmation. A "My Tackle Box" icon is visible. The product image is a Squall Low Profile Reel. The form includes fields for "Take or upload a picture", "Serial No.*", and "Purchase Date*". The "Owner Information" section contains fields for "Full Name*", "Address*", "Apt / Suite / Other", "City*", "State*", "Zip Code*", "Email*", and "Phone*". A checkbox for "Is this for commercial/professional use?" is at the bottom. Navigation buttons include "WARRANTY CLAIM", "SHOP EXTENDED WARRANTY", and "PARTS & ACCESSORIES". A "NEXT" button is also present.

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Subsequent Visits

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The subsequent visits page displays a confirmation message: "Your product has been successfully registered!". It lists "My Registered Products" with details: Model Number: 128LD, Product Number: 952 71 19-53, Serial Number: 20182100195, and Purchase Date: 10/20/2021. "My Information" includes: Dennis Hayes, 682 Mesa Court, Rifle, CO 81650 US, Email: dennis@fatfree.co, and Telephone: (347) 865-8878. A call to action states: "Don't wait until its too late! Purchase your extended warranty or service parts below." Two promotional boxes are shown: "QuickCover" offering an extended protection plan (3 years - \$59.99, 2 years - \$38.99, 1 year - \$19.99) and "QuickRenew" offering accessories. Navigation buttons include "SHOP EXTENDED WARRNTIES", "SUBSCRIBE AND SAVE", "SHOP PARTS AND ACCESSORIES", and "WARRANTY CLAIM".

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Contact



 after

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