

American Freight – Customer Paid Campaigns

Branding: “Thank you for calling American Freight Installations.”

Order Creation:

1. Ask: May I please have the customer's phone number?
2. Action: Try to pull the order up in DOLI
3. **Ask: What store did you purchase this product from?**
 - If the customer is calling, this will be on the sheet provided from the store and on the receipt. You can also, ask for the full address or the city and state.
4. **Action: Look this information up on the American Freight Customer Paid Store List sheet. Is the store listed on the sheet?**
 - No – Advise the customer to speak to the American Freight about creating the order.
 - Yes – Advise the customer that you can help them set up their order and proceed to the next step
5. **Ask: Are you looking to have your product Delivered or Delivered and Installed?**
 - For Installation: Use the appropriate Installation SKU, no delivery SKU needed.
6. **For Delivery Only:**
 - Ask: Does the customer want the unit dropped off in the room of choice or dropped off and uncrated?
 - Dropoff only: Use 6289 – Stop Delivery up to 3 units – Use multiple SKUs if the customer has 4 or more products. One SKU for each group of three products.
 - Delivery and Uncrate: We will need one Delivery Only SKU for each product. 6173 is Core SKU and 6645 is the Add-on. Use core for 1st product and add-on for each additional product.
7. **Ask: What product or products are being installed?**
 - If this is a cooktop, range, or dryer, ask if the product is gas or electric
 - i. For gas appliances,
 1. Ask: Is this appliance being connected to gas or propane?
 - a. If this
 2. Is the customer in a regulated state?
 - a. If yes, use regulated installation SKU and SKU 6288 – Regulated Market. This is an additional charge.
 - b. If no, use Non-Regulated SKU
8. **Ask: Does the customer need or want an old item hauled away?**
 - Yes – The customer will need to be charged for the Haul Away and we will need a haul away SKU on the order.
 - Refer to the American Freight SKU List to quote the customer the correct price
9. **Dryers, washers, and fridges** - Ask: Will the door on the appliance need to be reversed to allow for proper access?
 - If yes, sell the Door Reversal SKU
10. **Action: Use Enter New Order to create the order in DOLI**
 - Client – American Freight
 - Campaign – Appliance Home Delivery – Customer Paid OR Furniture Home Delivery – Customer Paid
 - **Client Order ID – Ask the caller for the Order ID. Online orders are 11 digits**
 - Fill in customer name, address where the service is being performed,
 - Choose the SKUs the customer needs and click “Add SKU” after each on.
 - Click on Submit Order.
11. Action: Pull up the new order in DOLI
12. **Action: Go the Equipment and take the following actions for each product**
 - For each product:
 - i. Category - Choose [hhgregg appliance]

- ii. Supplied by: Customer
- iii. Serial: Copy/paste the Product Type from the American Freight SKU List
- iv. Model: Choose "Other, please fill in →" and then ask the caller for the model number. It will be on the receipt and/or the form the store provides the customer.

13. Action: Process Payment in Payline

- If the customer does not successfully complete payment on the call, put new order into "Waiting Customer Action – Pending Payment" status.

14. Action: Go to Book Order and schedule the customer

- We can use Next Day or Same Day scheduling, see below.
- All day windows

15. (Required) Regulated Gas Orders Advise: "There may additional be local permit charges. Our servicer will discuss any additional charges when they are onsite and will be able to take payment for those charges at the time of service."

16. Closing: Thank you for calling American Freight Installation

17. Notate in DOLI

Appliance Notes:

- We need one (1) core SKU per every three SKUs. For example, a customer with 4 products, we need to have 2 core SKU and 2 add-on SKUs. Limit is 6 SKUs per order.
- 6076 /6077 - Refrigerator Delivery, Hookup – Only use the base SKU 6076, even if the customer purchased other delivery or installation services. Do not use the add-on, SKU 6077, unless the customer is have 2 or more of this service.

We will charge for mileage from the store the customer home.

- SKU 1155 Mileage charge \$130.
- SKU 1153 charge \$130 Mileage 51-75 and \$2.50 for every additional mile after first 50

Next Day Service

If the customer requests Next Day service AND it is before 5 PM the customer's time:

If the order is in Waiting Customer Action - Pending Payment status, confirm successful payment before scheduling the customer.

1. Action: Force book the order for the next business day, NO SUNDAYS.
2. Recap and close the call.
3. Action: Go to StoreFile and look up the Primary service company
4. Action: cEmail the Primary service company, Market Manager, Regional Manager, and Robb Bishop.
 - a. The subject must be changed to "American Freight Next Day Delivery" Include the DOLI JOB NUMBER in the email.

Same Day Service

- We can schedule Same Day service up to 1pm local time. The customer must pay for the additional Same Day SKU before we can book the order.

1. **Action:** Check if it is later than 1PM in the customer's location?
 - a. **YES - Advise:** We cannot offer Same Day Service after 1 PM.
 - b. **NO** - Proceed to the next step.
2. **Action:** Add **SKU 6192 - Same Day Add-on** - to the order
3. **Action:** Charge the customer for the same day service
 - a. Add to the Payline invoice for new orders

- b. For existing orders that are already paid, create a new Payline invoice.
- c. **When payment is successful:** click on **Customer Payment** in DOLI and enter the **Payment Amount** and the **Transaction ID**
- 4. **Advise:** You are going to reach out to the field to set up the appointment, and our servicers will perform the service the same day
- 5. Recap and close the call with the customer
- 6. **Action:** Go to **StoreFile** and look up the **Primary service company**
- 7. **Action:** Email the Primary service company, Market Manager, Regional Manager, and Robb Bishop.
 - a. **The subject must be changed to "American Freight Same Day Delivery" Include the DOLI JOB NUMBER in the email.**

Service Manager

- American Freight will have Service Manager to create orders that will populate in DOLI. If the customer or client, doesn't complete the entire payment process, the order will update to "Waiting Customer Action – Pending Payment."
- Back Office will be responsible for calling customers to collect payment.
 - Calculate prices and taxes before calling out
 - If no answer, do not update the status. Instead, make a separate note that reads "Payment Attempt # __."
 - After the third attempt to call the customer, we will update the job status to "Cancelled Per Customer status."
- We will continue to support the client by assisting with manual order creation when the client or customer calls in and the order is not already created in DOLI.

Creating Exchanges

If the customer or client requests an exchange order be created, we must get permission from the store and confirm that the store is willing to pay for the order. We can create the exchange order under the "1024 - Customer Paid_Exchange" campaign. Agents must gather the transaction number / online order number as the client order ID, confirm and enter the products on the order, and notate the name and title of the store representative who approved the exchange.

Furniture Campaign

Base Sku	Add-On Sku	Sku Description
4005		Furniture Delivery (Up to 3 delivery unit)
	4006	Assembly per Piece
	4007	Furniture Haul-Away
	4008	Furniture Delivery (per unit)
	4009	Lamps and Rugs threshold delivery

These orders are created and sold per the same process as the Appliance Orders.

Furniture Callouts

- If the customer calls and purchases a combination of appliances and furniture, we will need to create 2 orders, *but combine the charge in Payline under one payment*. We are not going to ask the customer to ring the credit card twice. In this case, we must *make sure to include both DOLI Job numbers in Payline*.
- If you have one appliance and one furniture order, and the customer has *up to three total products over both orders, subtract \$79.99 from the total cost*. If there are more than four units total, charge the customer full price of all services.
- We will calculate the unit and price per the “delivery unit” in the table below.
 - If a customer purchases a 5-piece dining set, it is considered 1 delivery unit.
 - If a customer purchases an assembly service for the 5-piece dining set, it is considered 1 assembly service.
 - The same logic will apply for a haul-away.
- Lamps and Rugs are free for delivery provided that the customer purchased another delivery service (either Appliance or Furniture).
- Agents will need to notate the product type that customer purchased in Additional Instructions in DOLI. Notate clearly which haul-away customer has purchased, what assembly service was customer purchased, etc.
- Example:
 - The customer purchases the following products and services:
 - Sofa- Threshold Delivery
 - Love seat – Threshold Delivery
 - 5 pieces dining set – Delivery & Assembly
 - Occasional set – Delivery & Assembly
 - Existing sofa - Haul Away
 - We will have the following SKUs on the order: SKU 4005, SKU 4008, (2) SKU 4006, SKU 4007.
 - In Additional Instructions in DOLI we will notate as follows:
 - Delivery: Sofa, Love Seat, 5 pieces dining set, Occasional set.
 - Assembly: Occasional set, Dining set.
 - Haul-away: Sofa

Type	Delivery Unit	Notes	Terminology
Sectional	1		1 Unit of Delivery will include all pieces of a single sectional
Dining Set	1	Table and Chairs in the set	1 Unit of Delivery will include all pieces of the dining table and all matching chairs
Occasional Set	1	Large Table & Multiple Small Tables	1 Unit of Delivery will include all pieces of an Occasional set

Sofa	1		
Loveseat	1		
Chair	1		
Accent Chair	1		
Recliner or Rocker	1		
Futon	1		
Ottoman	1		
Bedframe	1	Headboard, Footboard, Rails, Cross Beams	1 Unit of Delivery will include all pieces of the bed frame
Mattress & Foundation	1	Matt and Foundation	1 Unit of Delivery will include Any Size Mattress & Foundation(s)
Dresser / Chest / Mirror / Nightstands	1		1 Unit of Delivery will include up to the Dresser, Chest, Mirror & Night stands
Coffee & End Table Set	1	Coffee Tables & Multiple Endtables	1 Unit of Delivery will include the coffee table and all matching end tables
Lamps & Rugs	0	Free with a delivery of 1 or more furniture or appliances	