



RETENTION

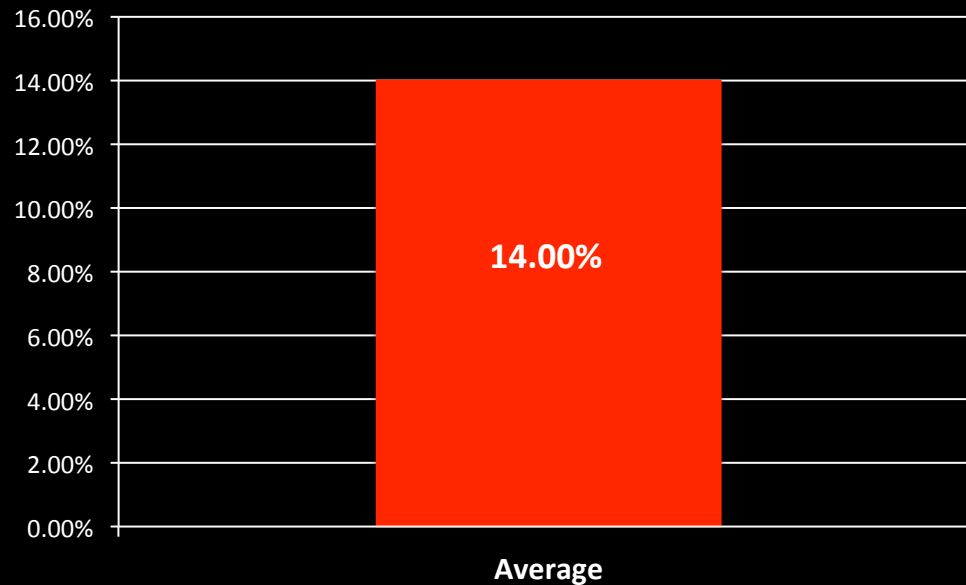
VBX STRATEGIC OBJECTIVE:

- *Continuously adapt to evolutionary changes in the construction industry without substantial loss to existing subscriber base.*

Loss = cancelled membership

VBX SITUATION:

2011 Attrition Rate



Gross Loss in Revenue = \$343,370.80
New Member Break-Even = 160 new members @ \$2,150
(13 new per month)

VBX SITUATION:

PROBLEM:

Gross Loss in Revenue = \$343,370.80
New Member Break-Even = 160 new members @ \$2,150
(13 new per month)

SOLUTION:

Save 50% (Recapture) = \$171,685.40
= 80 new members @ \$2,150
(7 new per month)

How?

What does it take to keep our members?

1. Product must be good - compare well to other providers (factual not antidotal). NON-NEGOTIABLE.
1. Staff has to care about retention.
2. Customer Service must be superb (surpasses competitors).
3. Payment options must be available and reliable.
4. Contact with members must be frequent and consistent.

#1: Service must be measurably good

MEASURE:	BONUS:	2013 GOAL	2013 YR.	2013 COST
Total Projects Reported:	\$250 per staff for meeting goal + \$1 per project over goal at <u>year-end</u> / split	12,000	12,802	\$5,052
Projects with Plans & Specs:	\$100 per team member per region for <u>monthly</u> goal.	85% of all projects	89%	\$4,800
Documents online:	\$200 divided between team / <u>monthly</u>	24-hours	32 hrs.	0
Most docs posted by an individual	\$50 / <u>monthly</u>	n/a	12 x	\$600
Estimated Cost:	\$100 per team member per region for <u>monthly</u> goal.	75% of all projects	55%	0
Private Work:	\$100 per team member per region for <u>monthly</u> goal.	20% of all projects	20%	\$4,800
			TOTAL:	\$15,252

#2: Make retention a priority with staff - compensate for it!

New Formula:

SERVICES:		COMMISSION:
Renewing - Annual	90 – 100%	\$10 per member billed / Quarterly
Renewing - Other	90 – 100%	\$5 per member billed / Quarterly
Renewing - Annual	85 – 90%	\$5 per member billed / Quarterly
Renewing - Other	85 – 90%	\$2.50 per member billed / Quarterly

*A Renewal must be paid within 90-days of renewal date to be classified “renewed”.
Retention rates will be based upon the 3-month average of renewals within the Quarter
Retention will be calculated on or about the 15th of the month following the close of the Quarter
and dispersed the following pay period.*

#3: “Customer Service must be superb” – define it

PHONE ETIQUETTE:

- Answer your phone promptly!! (3 rings or less)
- If you can't help, find someone who can/will answer the question
- Don't transfer people all over the building
- Avoid sending calls to voice mail whenever possible
- Convey/pretend that you care about their concern
- Take *complete* messages, i.e. first / last name; company name; correct phone #
- Get back to people promptly (within one hour)
- Don't argue – get difficult people/situations to a higher authority, i.e. MT or BR
- Thank the caller & ask if there is anything else you can do to help.
- Remind them to call again if they need help.

REMEMBER:

- If it would annoy you, it will annoy them
- Annoyed people choose other providers

Customer Service must be superb – define it, continued

EMAIL ETIQUETTE:

- People judge you (and VBX) based on what they read
- Use proper grammar, spelling and punctuation – ask for help if you aren't sure your wording is correct.
- Get back to people promptly
- Work on being concise
- Don't over promise
- Opinions are for Facebook – not business emails
- Email is NOT the same as texting. DO NOT use abbreviations or slang.

REMEMBER:

- Emails have a long shelf life
- Your writing is a reflection on your intelligence level and on VBX's intelligence in hiring you.

Customer Service must be superb – define it, continued

SAYING NO:

- If asked to do something you feel is way beyond the call of duty:
- Get caller to a higher authority so they can explain why the request is nuts, *“I’m sorry, you will need to speak to our COO about that, I’ll check to see if she’s available to take your call.”*
- Blame your “no” on company policy, *“I’m sorry, that’s outside the scope of our Tech Support policy. I’m not allowed to visit your office to remove porn from your computer.”*
- Tell your supervisor what happened so they aren’t blind-sided later.

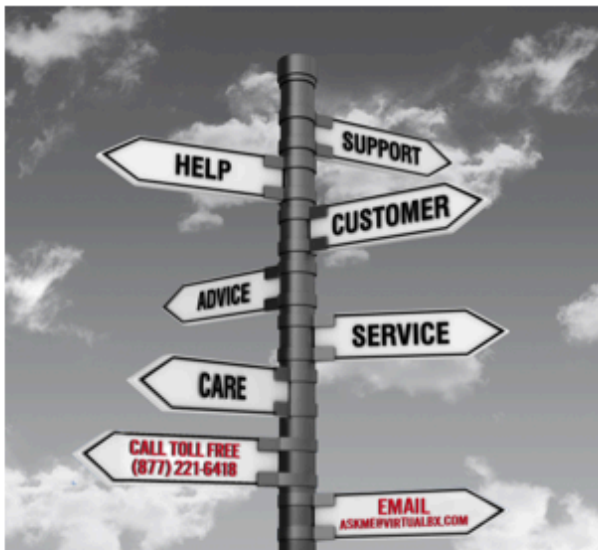
ACCEPTING RESPONSIBILITY:

Very easy:

- When you screw-up, own it and fix it or own it and apologize for it.
- When VBX has screwed something up, own it on our behalf and find someone to help fix it.
- Tell your supervisor what happened so they aren’t blind-sided later.

Customer Service must be superb – define it, continued

CONTACT US



Call 1 (877) 221-6418 during regular business hours from 8:00 a.m. to 5:00 p.m. Monday through Friday (CST) or email askme@virtualbx.com.

If you encounter a technical crisis after hours or just need to contact us **NOW**, our Technical Support team is on standby to help.

Just email us at 911@virtualbx.com and we'll contact you as soon as possible.

← Emergency contact

Please be patient – it might take a few minutes for us to get back with you but we will get back to you!

There are times when providing technical support that our team may need to "**Glance**" over your shoulder and see your computer screen.

If you have been instructed to initiate a "Glance" session, please click on the following link vb1.glance.net to start the process.

← Trouble-shoot problems and instruct users.

Reinforce the Definition

Staff Meeting “Question of the Day” (bi-monthly)

Example:

List four points of the
VBX Phone Etiquette policy

Correct Answers:

Get to leave 1 hour early or come in an hour late
within next two weeks.

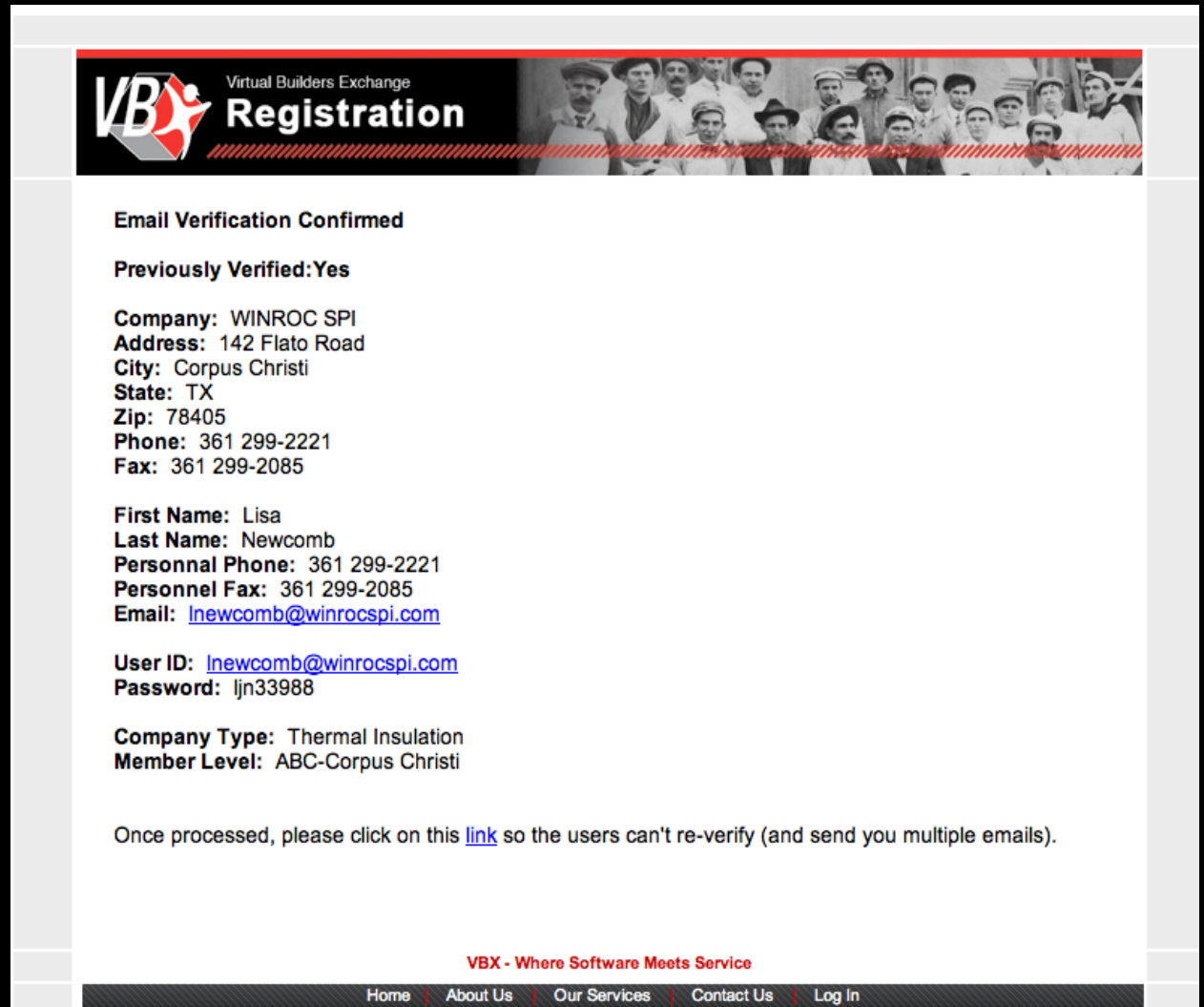
#4 - Payment options available and reliable

- Payment options are written down – interactive form (.pdf).
- Payment options are adjusted once a year (November) for following year.
- Staff must get Member Application signed by Mgt. to start or change service.

#5: *Contact with members must be frequent and consistent.*

REGISTRATION:

- Call to registrant within 5 minutes.
- Any questions?



VBX Virtual Builders Exchange
Registration

Email Verification Confirmed

Previously Verified: Yes

Company: WINROC SPI
Address: 142 Flato Road
City: Corpus Christi
State: TX
Zip: 78405
Phone: 361 299-2221
Fax: 361 299-2085

First Name: Lisa
Last Name: Newcomb
Personnel Phone: 361 299-2221
Personnel Fax: 361 299-2085
Email: newcomb@winrocspi.com

User ID: newcomb@winrocspi.com
Password: ljn33988

Company Type: Thermal Insulation
Member Level: ABC-Corpus Christi

Once processed, please click on this [link](#) so the users can't re-verify (and send you multiple emails).

VBX - Where Software Meets Service

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#5: Contact with members must be frequent and consistent.

NEW MEMBE KIT: (within one week of sign-up)

- Welcome Letter
- Quick Start Manuel
- FAQ Sheet
- Advertising & Video Discount
- Contact Card
- VBX Mouse Pad

30-DAY FOLLOW-UP:

- Receive Member Kit?
- Appears you've used the site X times – any questions?
- What do you like? Aware of other options, i.e. advertising?

6-MONTH FOLLOW-UP:

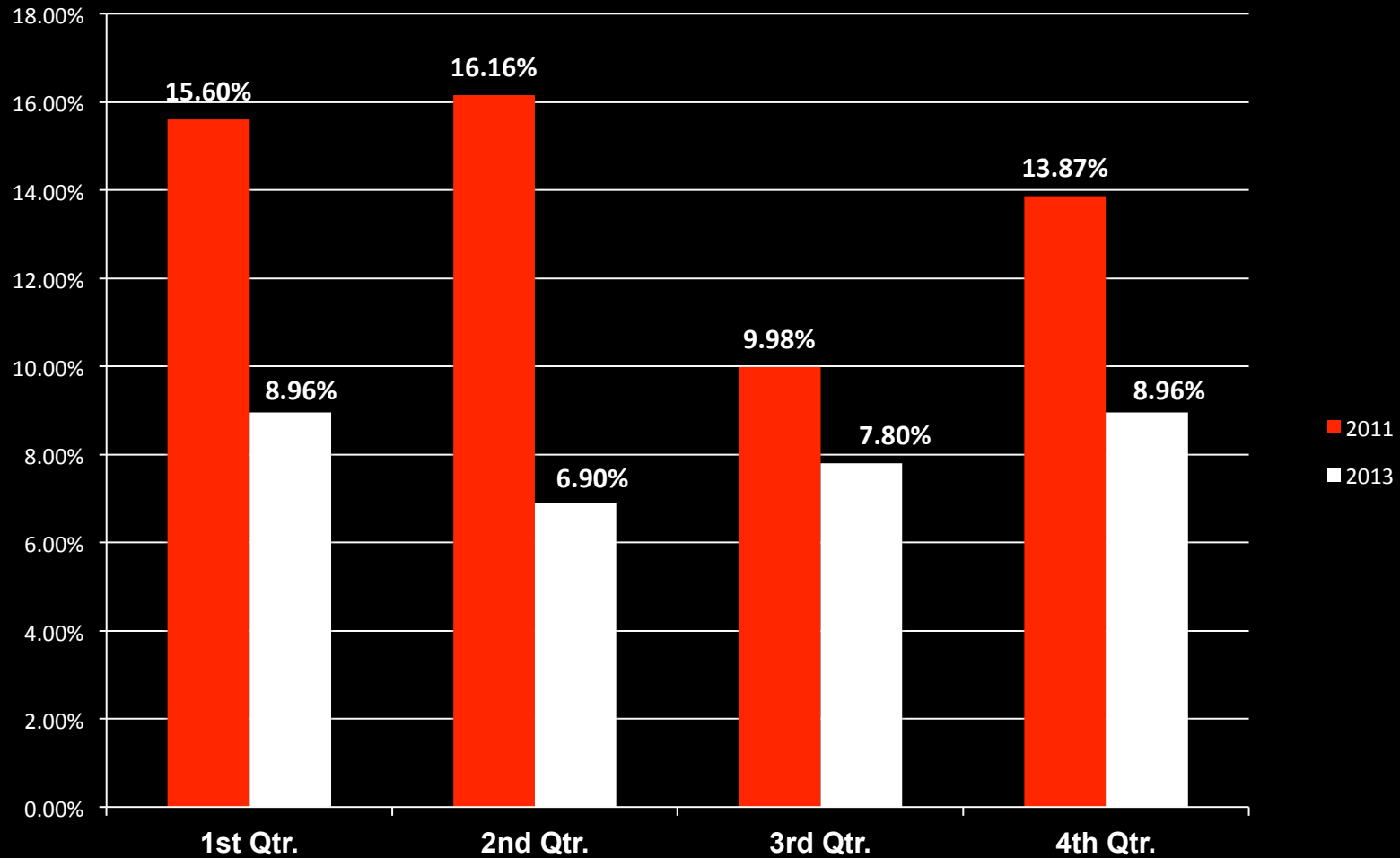
- Appears you've used the site x times? Any concerns?
- Suggestions? Familiar with VBX PRIME?

RENEWAL (30-DAYS IN ADVANCE):

- Courtesy reminder – your subscription is expiring
- Want to make sure no interruption in service.
- Credit Card payment?

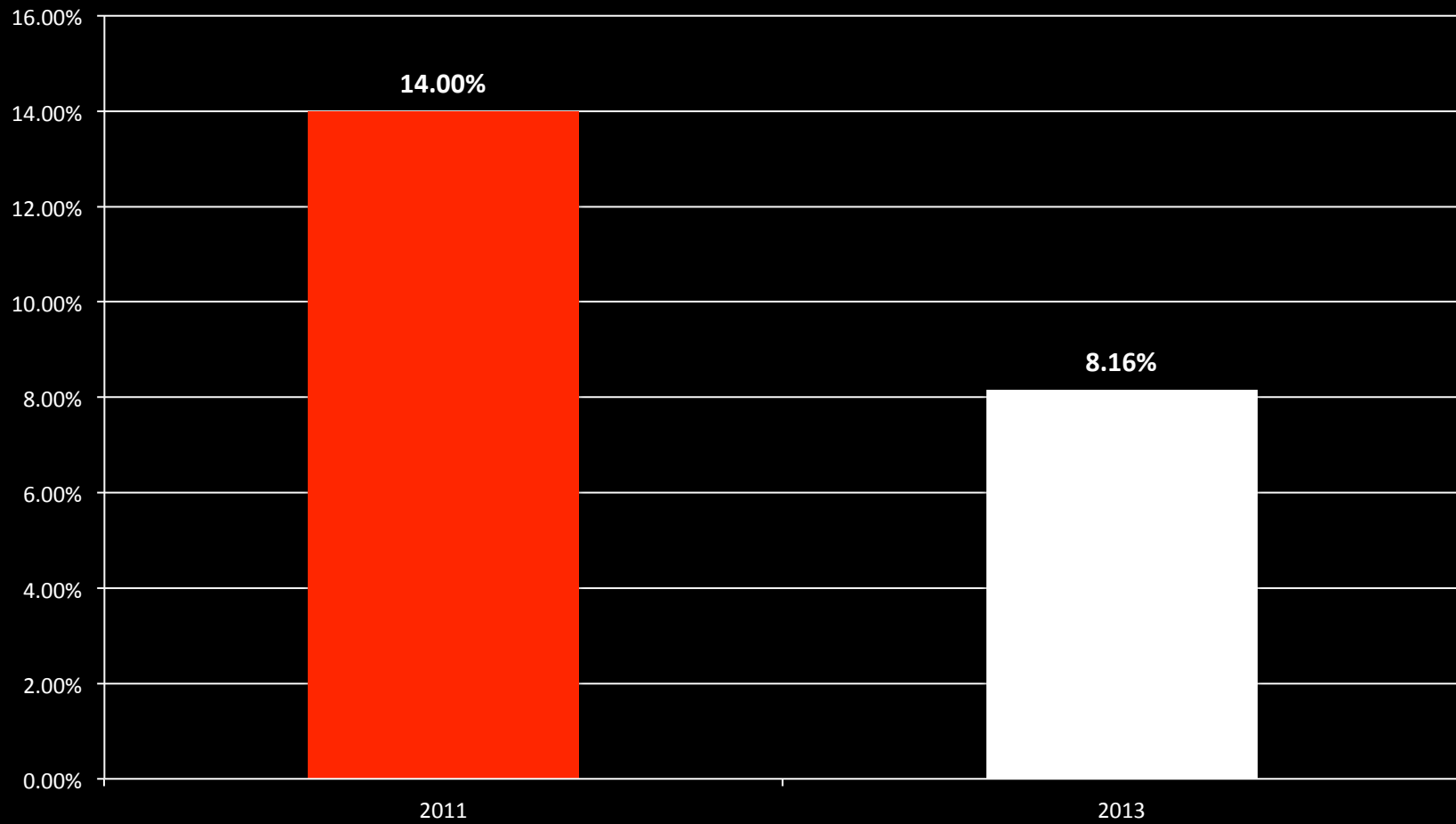
RESULTS?

ATTRITION RATES (Quarterly)



ATTRITION RATE (Annual)

■ 2011 ■ 2013



WHAT ARE THE BARRIERS?

What are your barriers?

- ☑ We don't have enough resources to do this in our organization.
- ☑ Our staff doesn't have the time – they are overworked now.
- ☑ We don't “sell” membership in our organization. We're more than a plan room
- ☑ If a member wants to leave, we can't make them stay.
- ☑ We shouldn't have to pay staff extra money to do their job.
- ☑ We don't have time for all this competition nonsense.
- ☑ Our Board would never agree to x, or x, or x.
- ☑ VBX is a for-profit – it's different.