



# NLC Service Line Warranty Program



**The NLC Service Line Warranty program and HomeServe both set out to provide an option to residents in need of **emergency repairs****

# In 2016 **Service Line Warranties** and **HomeServe** combined



Sometimes combinations don't work



But other times they're **great**



+



# Service Line Warranties and HomeServe brought together two **complementary** businesses



**90 million** households



**3.6 million** customers



**5.7 million** contracts



**Experience**

# With the resources to **focus** on all 600+ of our partners

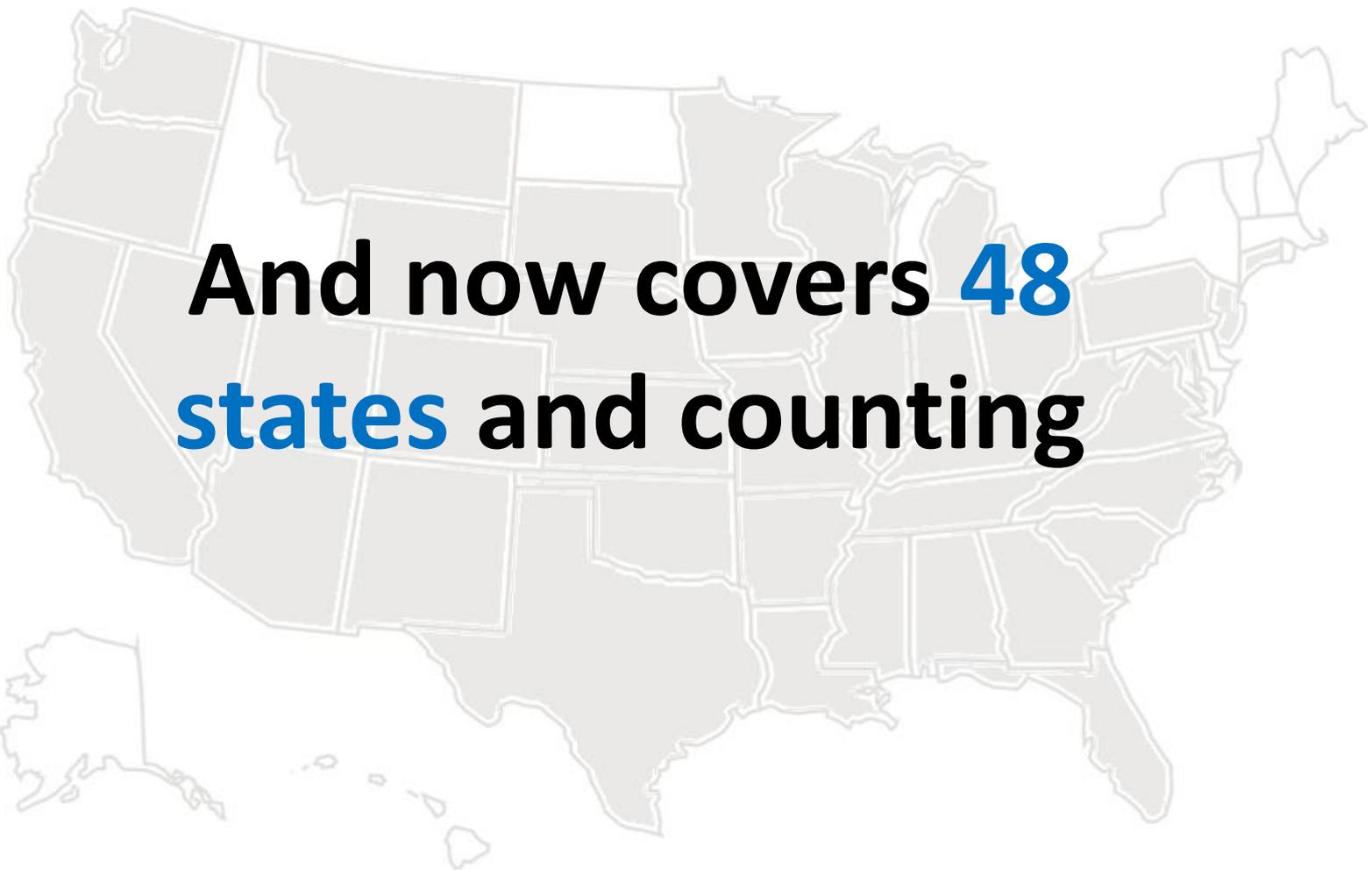


The program still has the Service Line Warranties of America (SLWA) name



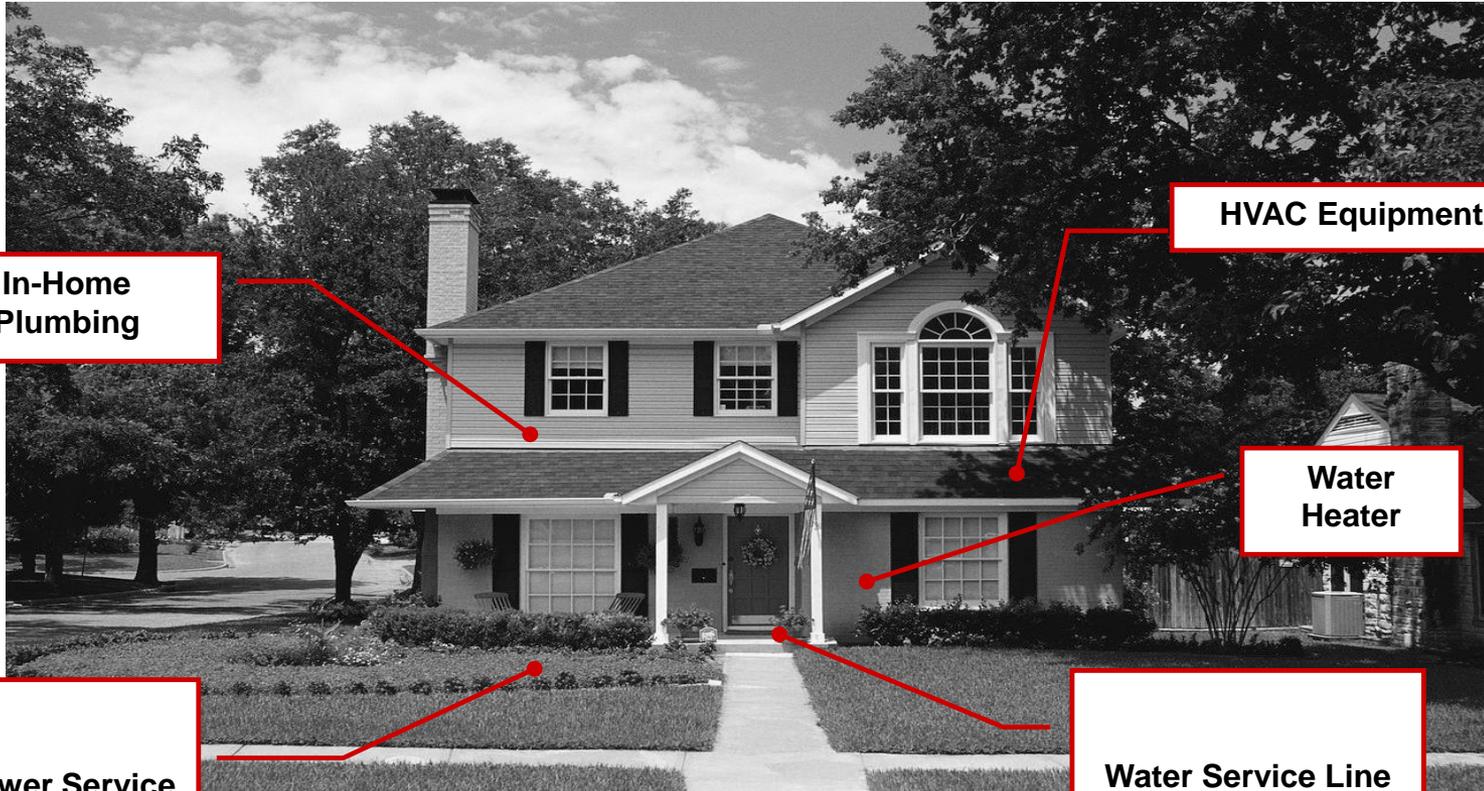
And is still **endorsed** by the NLC





**And now covers 48  
states and counting**

# With **products** for all needs



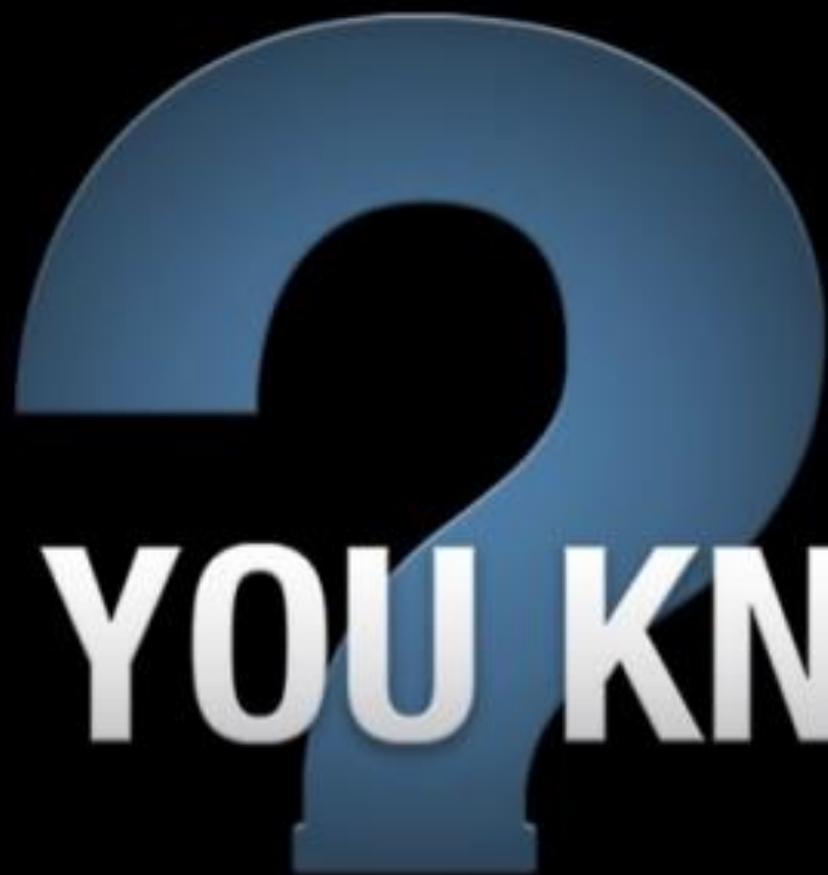
**In-Home  
Plumbing**

**HVAC Equipment**

**Water  
Heater**

**Sewer Service  
Line**

**Water Service Line**



**DID YOU KNOW**



**HomeServe & SLWA have spent almost  
\$400,000,000 in claims over the last 3 years**



...and perform a repair **every** 63 seconds



# This level of service has led to long lasting relationships



## Clarksburg, WV

- **12%** of eligible residents enrolled
- **\$250,000** saved for residents

# And many more anniversaries



ANNIVERSARY

Madison, WI  
Hurst, TX  
State College, PA  
Moore, OK  
Red River, NM  
Sanford, NC  
Kansas City, MO  
Fairburn, GA  
Mesa, AZ



ANNIVERSARY

Lancaster, TX  
Forest Hill, TX  
Midland, TX  
Odessa, TX  
Lewisville, TX  
Lexington, SC  
Cottage Grove, OR  
Trotwood, OH  
Lindsborg, KS  
Derby, KS  
Hanover Park, IL  
Union City, GA  
East Point, GA  
Riviera Beach, FL  
San Diego, CA  
Phoenix, AZ  
North Little Rock, AR



ANNIVERSARY

Bryan, TX  
Union, SC  
South Sioux City, NE  
Whiteville, NC  
 Mooresville, NC  
District Heights, MD  
Prairie Village, KS  
Maywood, IL  
Powder Springs, GA  
Auburn, GA  
Northglenn, CO  
Avondale, AZ

We are *focused* on taking  
care of your **residents**



# To help do this we maintain an **in-house** customer center of excellence



- Live Repair Management Support 24/7/365
- Call handling capabilities in 300 languages
- Comprehensive quality assurance program
- Customer Advocacy Team

**In-house call centers in Chattanooga, TN and Canonsburg, PA with 400+ specialists**

# And deliver the **best** service

**2 Million**



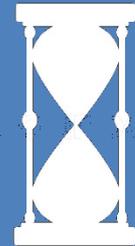
**Calls  
Answered**

**99%**



**Satisfaction**

**>5 Years**



**Avg. Tenure**

# Our Customer Promise defines how we treat your residents



## Customer Promise

### **Before a customer joins**

We'll make it clear what they're buying and what it will do for them

### **When a customer joins**

We'll tell them how much they're paying, what that buys them and how to make a claim

### **When a customer becomes a member**

We'll make life easy for them

### **When a customer makes a claim**

We'll solve their problem quickly and easily-their emergency is our emergency

### **If a customer's not happy**

We'll listen, apologize and make things right wherever we can, as soon as we can

# And has afforded us national recognition

We received 17 Stevie Awards in 2018 including:

- **GOLD** - Best use of Technology in Customer Service
- **GOLD** - Customer Service Management Team of the Year
- **GOLD** – Back Office Service Team of the Year
- **GOLD** - Front-Line Customer Service Professional of the Year



**But...we strive for continuous  
improvement**

# We have **improved** our coverage

**Old**

**\$4,000 for yard  
\$500 for sidewalk  
\$4,000 for street repair**

**New**

**\$8,500 annual  
coverage**

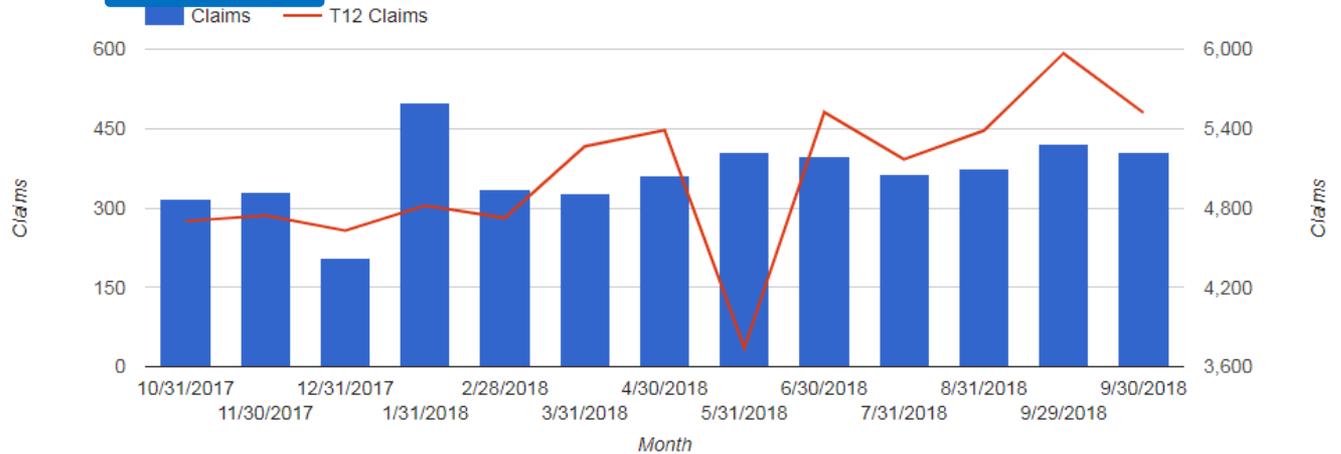
## Contracts and Customers

Contracts & Customers

## Service Levels And Satisfaction



## Claims History



Developed more reporting

And will get more **feedback** from your residents

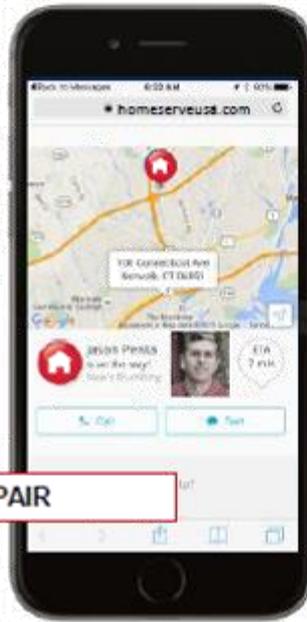




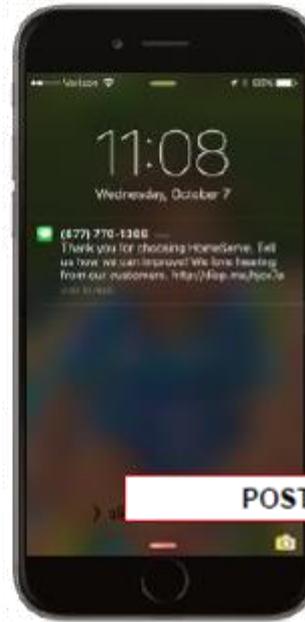


PRE-REPAIR

Text before  
repair

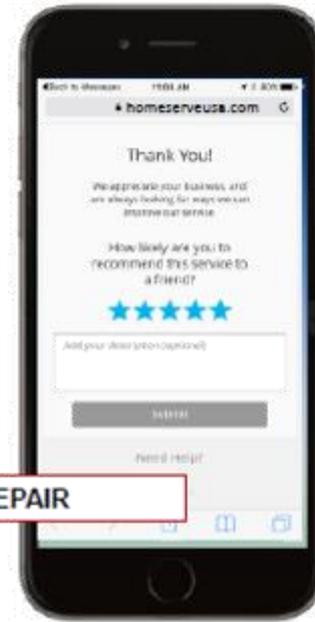


Contractor  
I.D. and  
tracking



POST-REPAIR

Customer  
feedback



Feedback  
provided in  
seconds

And better **communication** with  
contractors and customers

# All of this goes into our **rating** of a contractor

CONTRACTOR SCORECARD					
			<b>SCORE:</b>	<b>92</b>	<b>100</b>
<b>PROGRAM PARTICIPATION</b>			<b>6</b>	<b>10</b>	
NCCA PARTICIPANT	Yes		2	2	
NCCA LIMIT	\$500		1	1	
FFR MEMBER	No		0	2	
DISPATCHME USER	No		0	2	
RATE CARD	Flat Rate		3	3	
<b>SURVEY SCORES</b>			<b>10</b>	<b>10</b>	
CUSTOMER SATISFACTION	83%		10	10	
% JOBS SURVEYED	3%				
<b>COMPLIANCE SCORES</b>			<b>25</b>	<b>25</b>	
COMPLIANCE RISK	Fully Compliant				
SCREENING STATUS	Technicians Passed Background/Screening		10	10	
LICENSING STATUS	Licensing on File		5	5	
INSURANCE STATUS	Fully Insured		5	5	
<b>PERFORMANCE METRICS</b>			<b>56</b>	<b>60</b>	
JOBS COMPLETED	286				
AVG JOB COST	\$332	\$322	3.0%	27	30
TOTAL COST IMPACT	On Track			10	10
AVG DAYS TO COMPLETE JOB	13.2			5	5
REFUSED DEPLOYMENTS	10				
REFUSAL RATE	5.3%	< 2.5%	112.8%	4	5
TOP REFUSAL REASON	No Reason Provided				
REATTEND RATE	1.9%			5	5
AVG REATTEND COST	\$158				
FOLLOW-ON RATE	1.9%			5	5
AVG FOLLOW-ON COST	\$383				

**OVERALL SCORE**

**CUSTOMER SATISFACTION**

**COMPLIANCE**

**LICENSING**

**REFUSAL RATE**

...and gives your residents the **best**  
experience





**DID YOU KNOW**





...and the **HomeServe Cares** program has contributed \$350,000 to local residents who can't afford a policy



[www.homeserveusa.com/company/corporate-social-responsibility/homeservecares](http://www.homeserveusa.com/company/corporate-social-responsibility/homeservecares)

# Our focus has now expanded to **Veterans** and the shortage of technicians

 **HomeServe**  
Sponsored · 🌐

Supercharge your civilian career with HomeServe – a leader in the home warranty and home repair plan business.



**Great jobs for veterans**  
Plumbing, HVAC, and electrical

HOMESERVEUSA.COM

👍 Like    💬 Comment    ➡️ Share

 Write a comment...

Investing to help veterans

Investing to hire Veterans as contractors

**This Old**  
**House**  
**Generation**  
**NEXT**

Direct Mail continues to go well,  
but we are entering a **digital** age

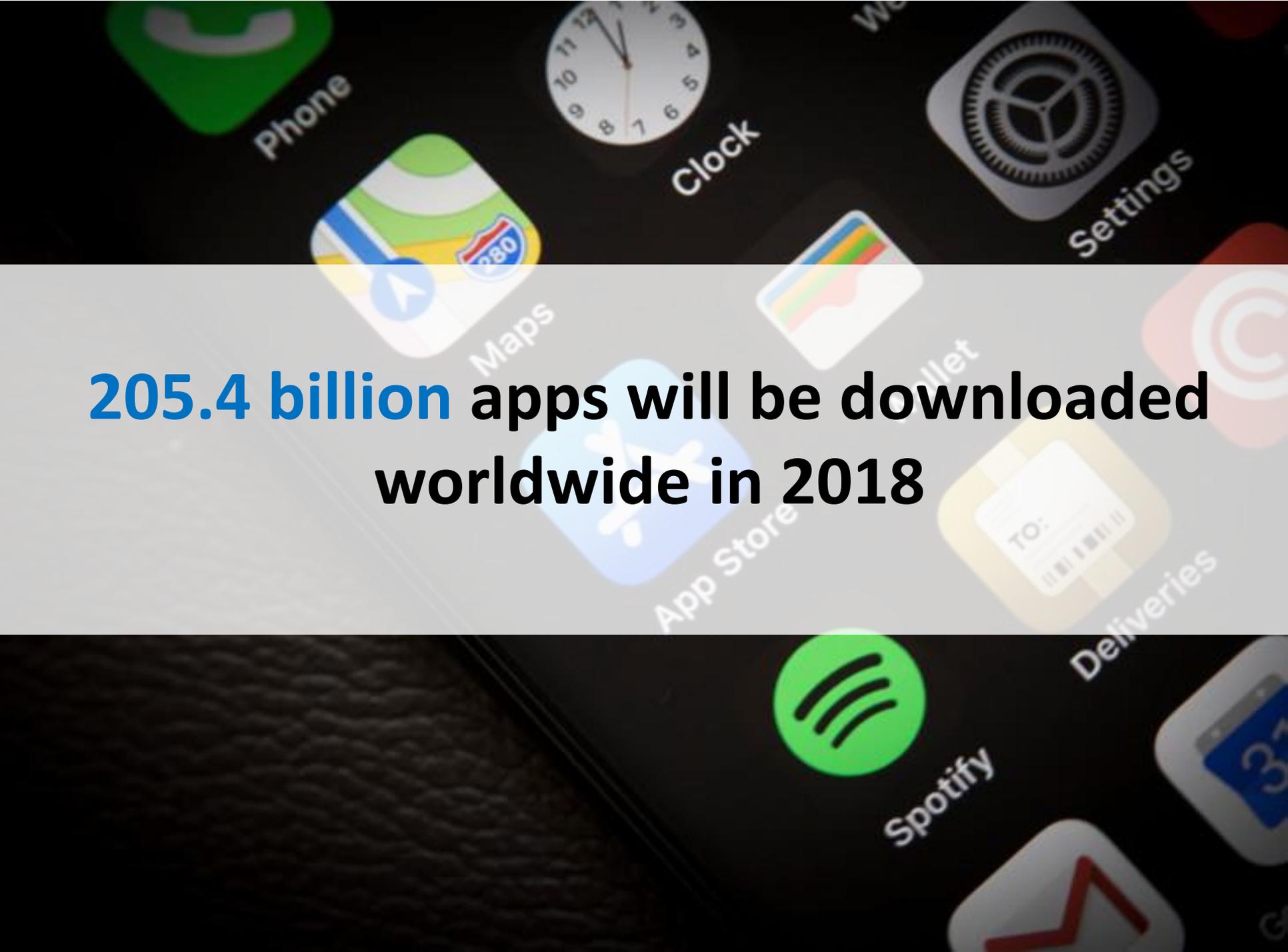


A high-angle, black and white photograph of a massive, dense crowd of people. The crowd fills the entire frame, with individuals packed closely together. A semi-transparent white horizontal banner is overlaid across the middle of the image, containing the text 'The internet has 4.2 billion users'. The text is in a bold, sans-serif font, with '4.2 billion' highlighted in blue. The background image shows a diverse group of people of various ages and ethnicities, some looking towards the camera and others looking away.

The internet has **4.2 billion** users



There are **3.03 billion** active on  
social media



**205.4 billion** apps will be downloaded  
worldwide in 2018

We need to **adapt**  
to the trend



**Get Protection from  
Unexpected Exterior  
and Interior Plumbing  
Repair Costs**

Click here to see available  
repair plans and learn more.



**With website banners...**

**Get Protection from  
Unexpected Exterior  
and Interior Plumbing  
Repair Costs**

Click here to see available  
repair plans and learn more.



Water conservation is good for  
the #environment and your  
budget. Here are some tips from  
@SLWA: <http://bit.ly/1Oip6l5>



**Social media messages...**

## Get Protection from Unexpected Exterior and Interior Plumbing Repair Costs

Click here to see available  
repair plans and learn more.



Water conservation is good for  
the #environment and your  
budget. Here are some tips from  
@SLWA: <http://bit.ly/1Oip6I5>



## FIVE WAYS TO BOOST Energy Efficiency

Making small changes in energy consumption and implementing  
energy-saving home improvements may help you save money,  
increase indoor comfort levels and reduce your carbon footprint.

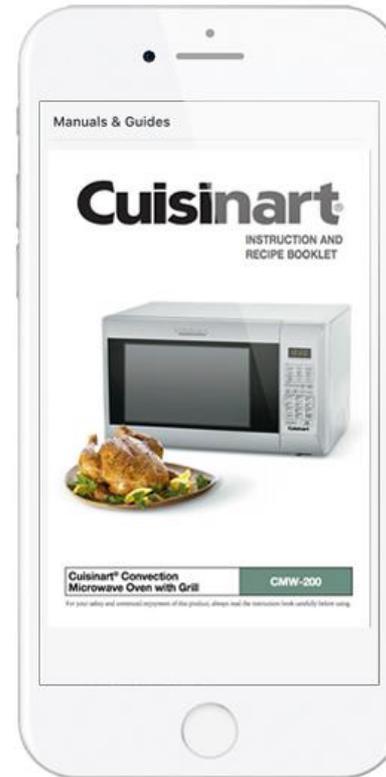
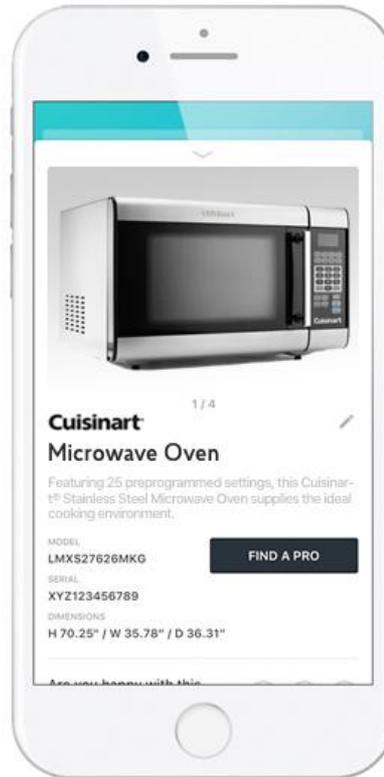
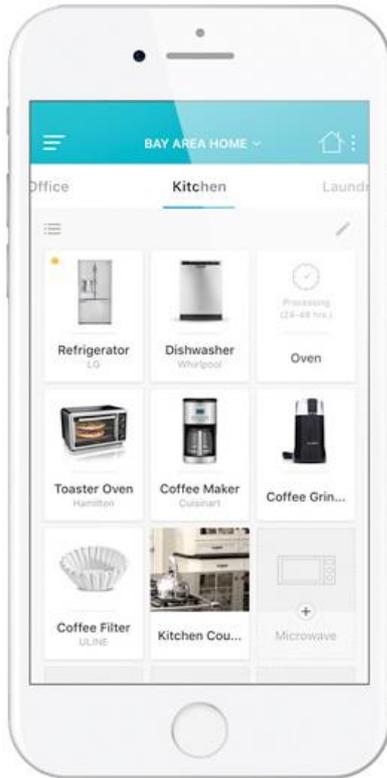
Follow these 5 easy steps:

# Educational content...

# And apps to meet residents on their own turf

## HomeServe & SLWA App

**COMING SOON**



# The app can also provide another **voice** to your city

**Boil Water Advisory**

**Phone Outage**

**Usage Alert**

**Traffic Alert**



**We know residents  
are looking for  
more **solutions****





**Water Heater?**

# **Water Heater** coverage is valuable to your residents

**9 million** sold in U.S. each year

**7.5 million** are repaired or replaced  
every day



An aerial photograph of a nuclear explosion, showing a large, billowing mushroom cloud with a thick, grey stem rising from a landscape of fields and a river. The cloud has a bright orange and yellow fireball at its base, transitioning into a thick, grey column of smoke and debris. The top of the cloud is a large, rounded, white and grey mass. The surrounding landscape is a patchwork of green and brown fields, with a winding river visible in the foreground. The sky is filled with scattered white clouds.

**Many of them  
explode**

# SLWA is proud to **expand** its offerings to include Water Heaters

## Comprehensive Coverage:

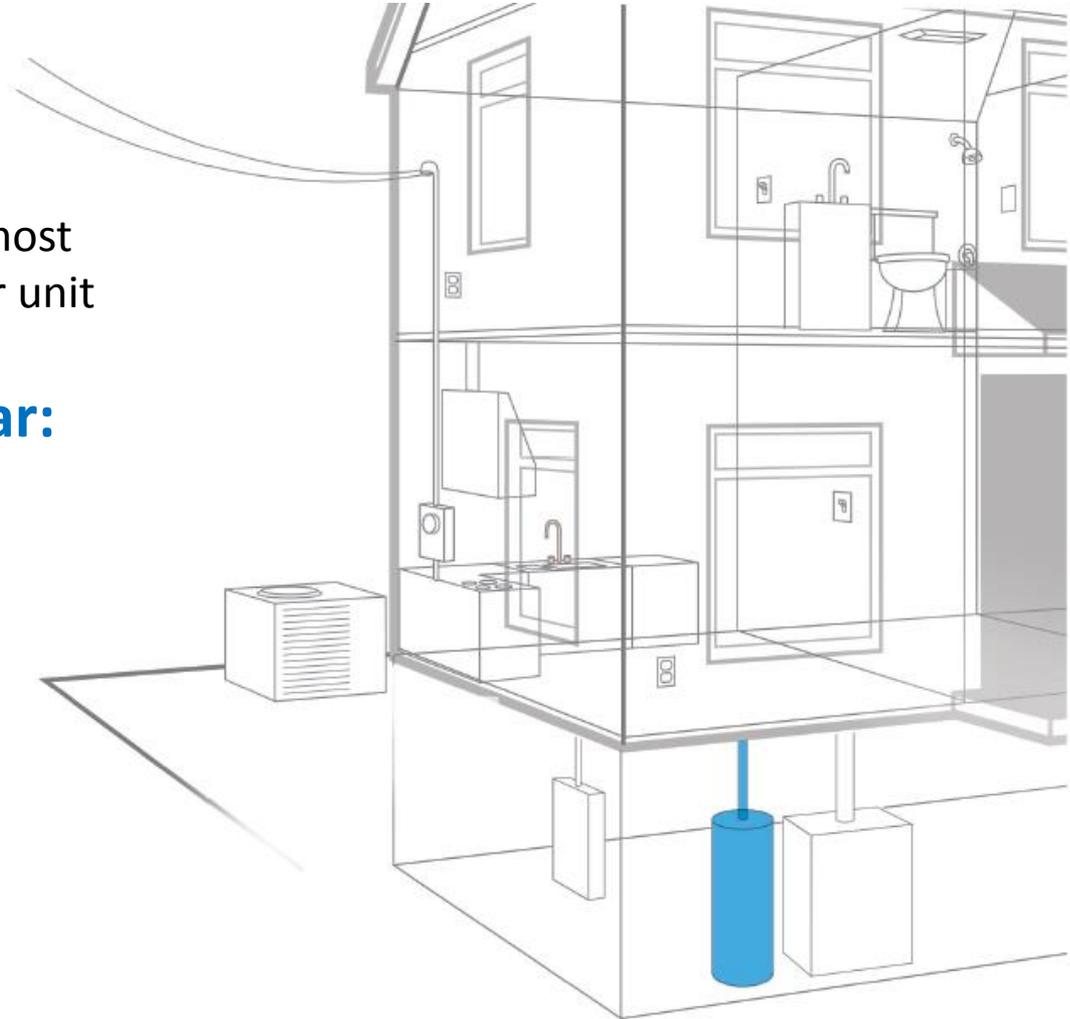
Repair or replacement of most major parts of water heater unit

## Service Calls Per Year:

2 calls

## Annual Coverage Amount:

\$1,000



# ...and HVAC products as well

## Cooling

### Comprehensive Coverage:

Repair or replacement of most major parts or entire cooling system unit

### Service Calls Per Year:

2 Calls

### Annual Coverage

### Amount:

\$1,000

## Heating

### Comprehensive Coverage:

Repair or replacement of most major parts or entire heating system

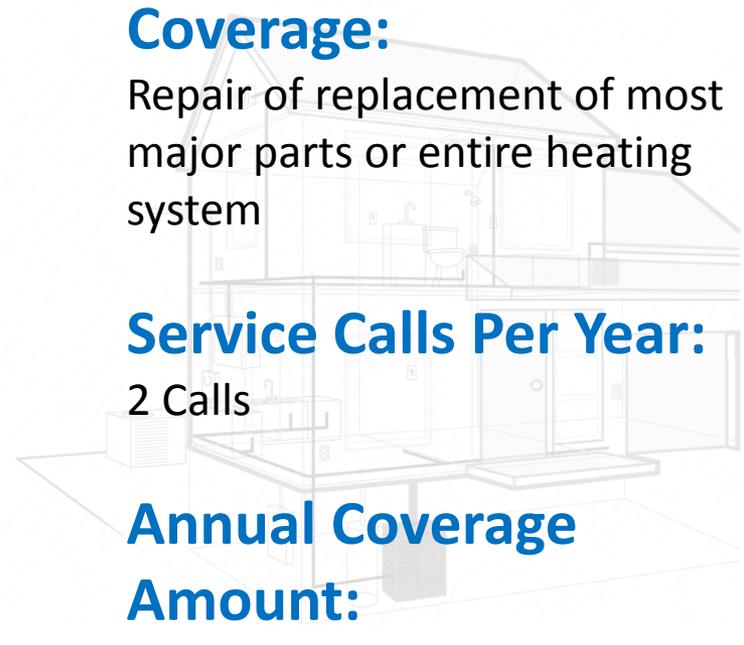
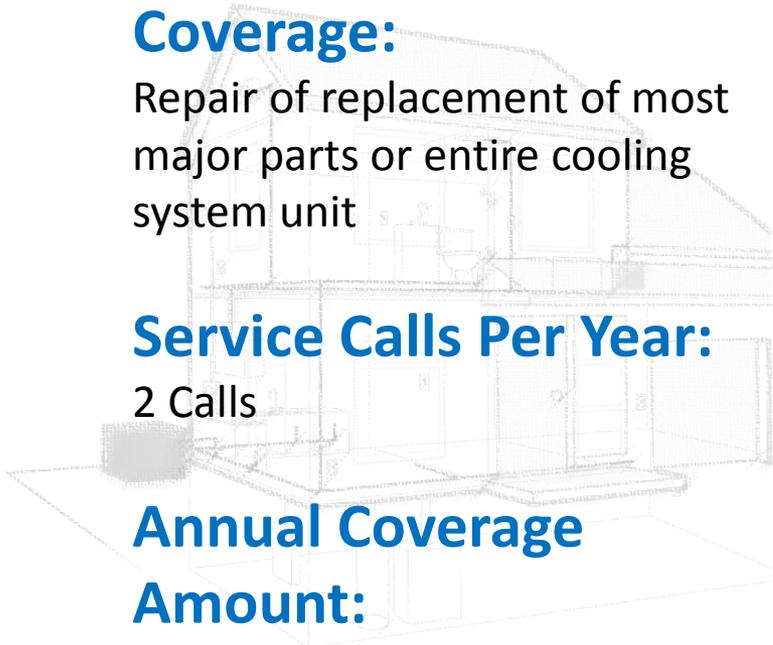
### Service Calls Per Year:

2 Calls

### Annual Coverage

### Amount:

\$1,000



# But what we enjoy most is **engagement** with our partners

## 2019 Leadership Summit

May 1-3

St. Petersburg, FL



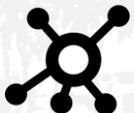
### Industry Speakers & Training

State League Representatives  
Existing City Partners  
Accredited Class (optional – topic TBD)



### Service Line Program Information

New products and strategy



### Networking

Connect with your peers and colleagues



**So what does it all mean?**



# We will **continue** to take care of your residents with:

- New **technology** to support the program
- New **digital** solutions
- More **products** for your residents



**NLC** NATIONAL  
LEAGUE  
OF CITIES

CITIES STRONG TOGETHER

Administered by



a HomeServe Company

NLC Service Line  
Warranty Program