

# OWNER ACTION ITEMS

## DELIVER AN EXCEPTIONAL CUSTOMER EXPERIENCE BY POWERING UP SMART APPLIANCES

Did you know that 86% of buyers will pay more for a better customer experience?\* When you power up and connect appliances on your floor, you will be able to bring these smart benefits to life for your customers.

### GOALS

1. Understand what the Internet of Things (IOT) is and how it's reshaping American homes.
2. Determine the appropriate course of action that elevates Whirlpool® smart appliances on your sales floors.
3. Create a unique smart appliance shopping experience that engages your customers with IOT functionality.

### TECHNOLOGY NEEDS

- WiFi Connectivity, within 50 feet of appliances
- Wireless Router
- Internet Service
- Smartphone/Tablet
- [LearnWhirlpool.com](http://LearnWhirlpool.com)

### CREATING A CONNECTION

1. Download the Whirlpool® app and set up an account for store use.
  - Download through the App Store or Google Play
2. Use the Scan-to-Connect process to connect the Whirlpool® smart appliances to the Whirlpool® app.
  - [Link to Scan-to-Connect Video](#)

### CREATING A SMART FLOOR EXPERIENCE

We highly recommend you complete the courses listed below, in the order listed, to create a smart appliance experience for your consumers.

- *Why Floor the Whirlpool Connected Suite*
- *How to Prepare Your Sales Floor to be Connected*
- *Who is the Whirlpool Connected Consumer?*
- *How to Sell Whirlpool Connected Appliances Through Customer Interactions?*
- *How the Whirlpool® App Supports the Post-Consumer Purchase Experience*

### PREPARING YOUR SALES ASSOCIATES TO SELL WHIRLPOOL® SMART APPLIANCES

- Share the *Whirlpool 2017 Sales Associate Action Items* document with all employees.

### INTERESTED IN LEARNING MORE ABOUT THE INTERNET OF THINGS?

The links below provide additional information on IOT and how it is revolutionizing homes today.

- *Introduction to the Internet of Things*
- *Smart Home Assistants*  
*ex: Amazon Echo®, Google Home™*

