



Customer Service Procedures 2022

CUSTOMER SERVICE | **Bestway**

ITEMS COVERED BY CUSTOMER SERVICE

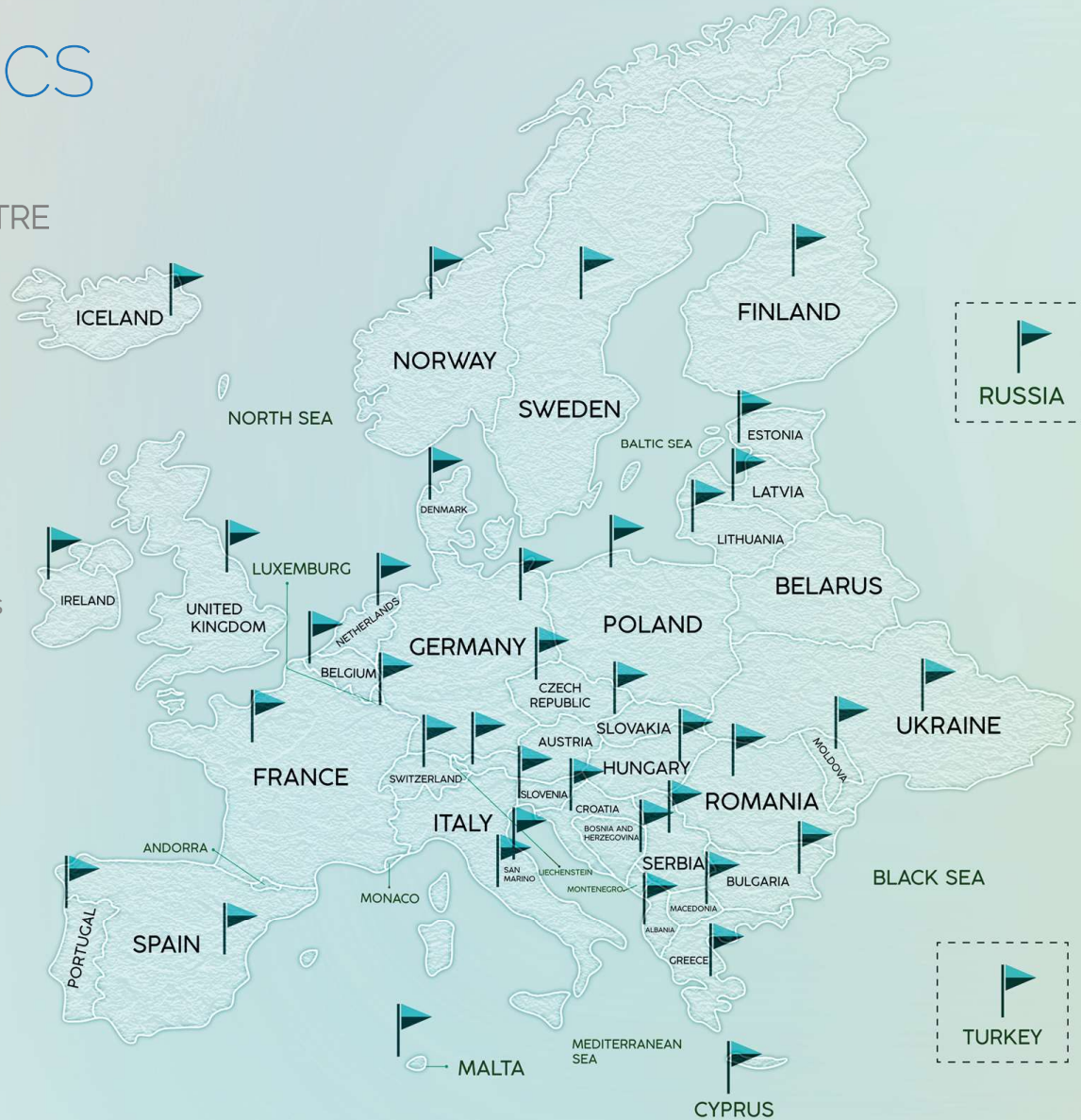
- **Above ground pools** (Fast Set™ Pools, Frame Pools, Hydrium™ Steel Wall Pools, Hydrium™ Splasher Pools)
- **Lay-Z-Spa™ Sets**
- **Flowclear™ Filter Pumps & Skimatics**
- **Flowclear™ Sand Filters**
- **Flowclear™ Chlorinator**
- **Electrical Pool Heater**
- **Aquatronix, Aquarover, Aquaglide robots**
- **Constant Air: Bouncers & Water parks**
- **Swimfinity**
- **Hydro-Force™ Boats**
- **Hydro-Force™ S.U.P. (Stand Up Paddles)**



EUROPEAN STATISTICS

EACH COUNTRY IS SERVED BY A DEDICATED BESTWAY LOCAL CUSTOMER SERVICE CENTRE

- 40 countries
- Dedicated warehouses in 20 EU countries
- More than 100 operators in Europe
- More than 230.000 calls per year from end users
- More than 639.000 e-mails handled every year
- More than 104.000 warranty cases solved
- Almost 3.000 skus handled
- 3 to 4 couriers serving each EU country



DIGITALIZATION IS THE KEY!

KEY DATA

TURN OVER INCREASE OF ITEMS COVERED BY CUSTOMER SERVICE:

2020: → +13%
2021: → +60%
2022: → +114%

HIGH SEASONALITY:

75% of tickets are opened
from June to August
(3 months only)

PEAKS INSIDE THE WEEK:

65% of tickets are opened
on Monday or Friday

Considering the above factors, volumes increase can be managed efficiently only thanks to the digital handling of requests and by using the online form at www.Bestwaycorp.eu

DIGITALIZATION IS THE KEY!

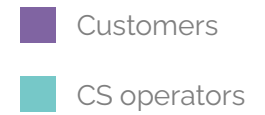
THE VICIOUS CIRCLE OF CALLS AND E-MAILS



- Telephone lines are busy with calls that could be avoided just by referring to the website
- Call centre operators are busy managing unnecessary calls, and cannot process tickets already opened
- The average handling time per ticket increases

GOAL:

ship out needed spare part within 2 working days after ticket is opened/full documentation is provided. This is not possible if the vicious circle is not broken by using the **WEBSITE!**



Simple ticket opening by e-mail could take 5/6 e-mails and up to 4-5 working days!

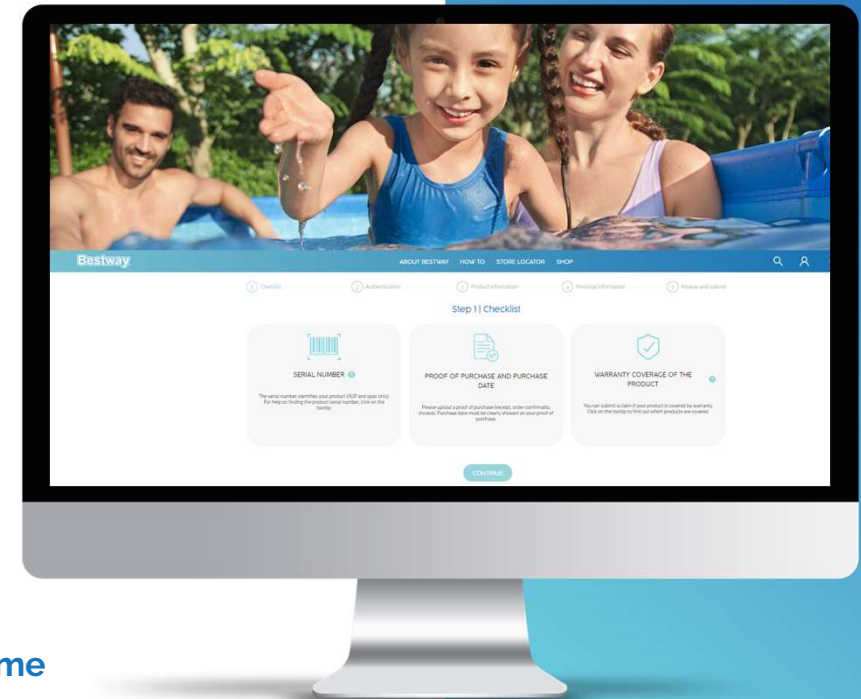
CUSTOMER SERVICE TOOLS

Support website [www. Bestwaycorp.eu](http://www.Bestwaycorp.eu):

Online management of tickets, from the submission to the shipment, through the contacts with Customer Service Centers.

Thanks to its centralized **Internal Management System**, our **support website** provides the following BENEFITS TO SHOPS AND CONSUMERS:

- **Easier product identification**
- More **self-troubleshooting** (FAQ) to reduce contacts with CS centers
- **Automatic ticket creation**
- Faster and more **efficient handling** of CS operations **to reduce response time**
- **Easy tracking** of tickets in "my area" (**SHOPS CAN CHECK THE STATUS OF ALL THEIR OPEN TICKETS AT A GLANCE !**)
- Easier **collection & analysis** of quality data for **production improvement**



EU SUPPORT WEBSITE

STEPS TO SUBMIT A SUPPORT TICKET



STEP 1

IDENTIFY YOUR PRODUCT AND NEED

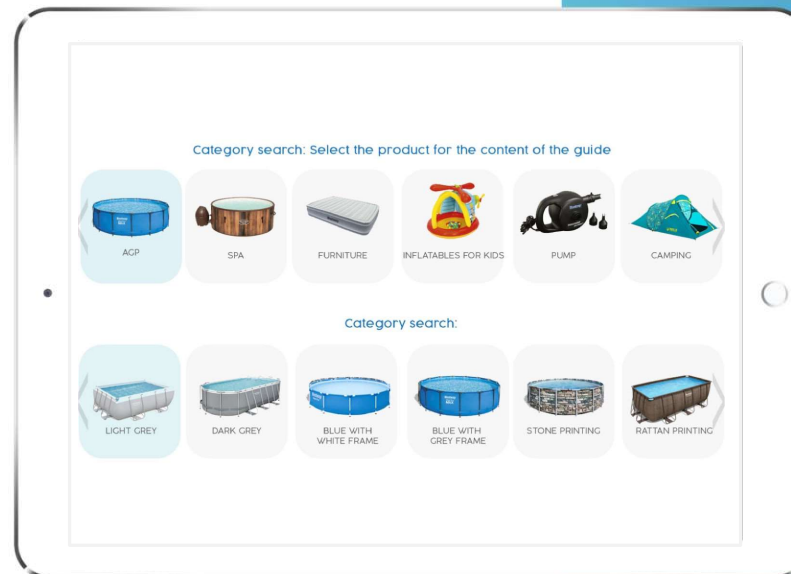
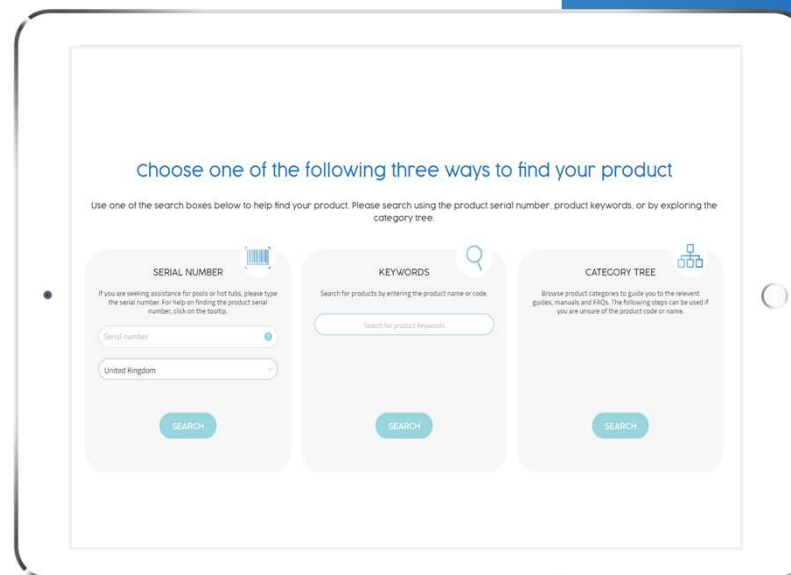
Easier identification for both consumers & shops.

Users will be able to identify products through:

- **serial number**
- **keywords** research.
- **category tree** navigation.



If **the item code or the serial number are not available**, customers can still identify their product by selecting the pictures.



EU SUPPORT WEBSITE

STEPS TO SUBMIT A SUPPORT TICKET

LET US
GUIDE YOU!

Once the right **product is found**, we guide customers to the **identification of specific problems/needs**

1

Which topic are you interested in?

- Dismantling
- Information
- Assembly
- Technical Issue
- Maintenance

2

Please select the specific part of your item that requires technical assistance:

- Cartridge
- Filter Pump Body
- Filter Pump Hoses
- Filter Pump Plastic Parts
- Filter pump Motor
- Ground Cloth
- Ladder Plastic Parts
- Ladder metal parts
- Liner
- Pool Plastic Parts
- Pool Cover

3

Please select which issue you are experiencing:

- Missing parts
- Others (add description in additional comments)
- Water leakage
- Wrong parts

EU SUPPORT WEBSITE

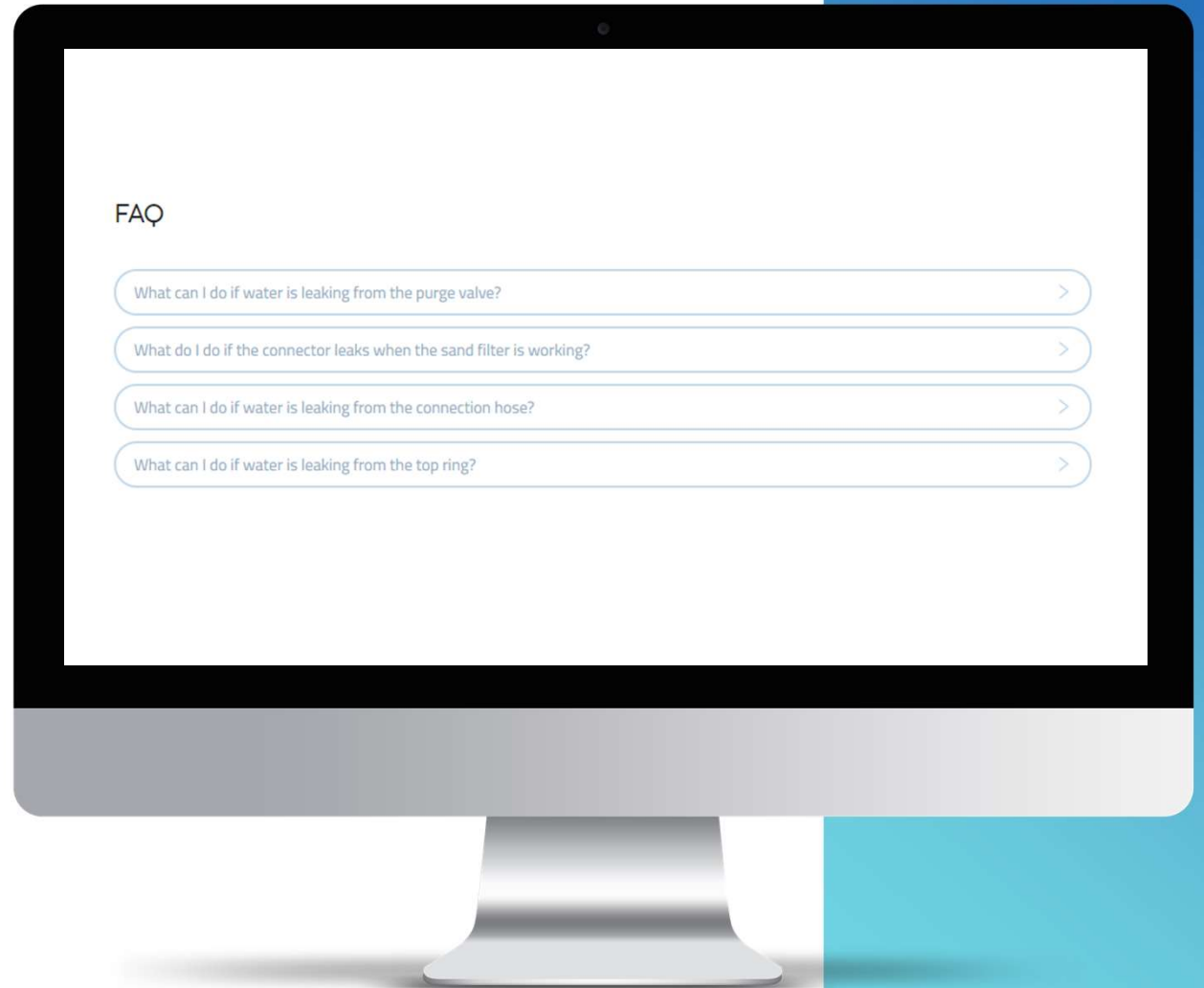
STEPS TO SUBMIT A SUPPORT TICKET



STEP 2

AFTER PRODUCT AND PROBLEM ARE IDENTIFIED, the first option is to check the FAQ FOR SELF TROUBLESHOOTING

Customers/shops are encouraged to rely on online available materials because many issues can be **solved via the FAQ**, thus maximizing timing and efficiency of the service



EU SUPPORT WEBSITE

STEPS TO SUBMIT A SUPPORT TICKET



STEP 3

IF THE SOLUTION CAN'T BE FOUND IN THE FAQ, GATHER ALL THE INFORMATION REQUIRED TO SUBMIT A CLAIM

a. TICKET RECEIPT:

this is legally mandatory and also necessary to check whether the purchase is still covered by warranty.

b. PICTURE(S) OF THE DEFECT:

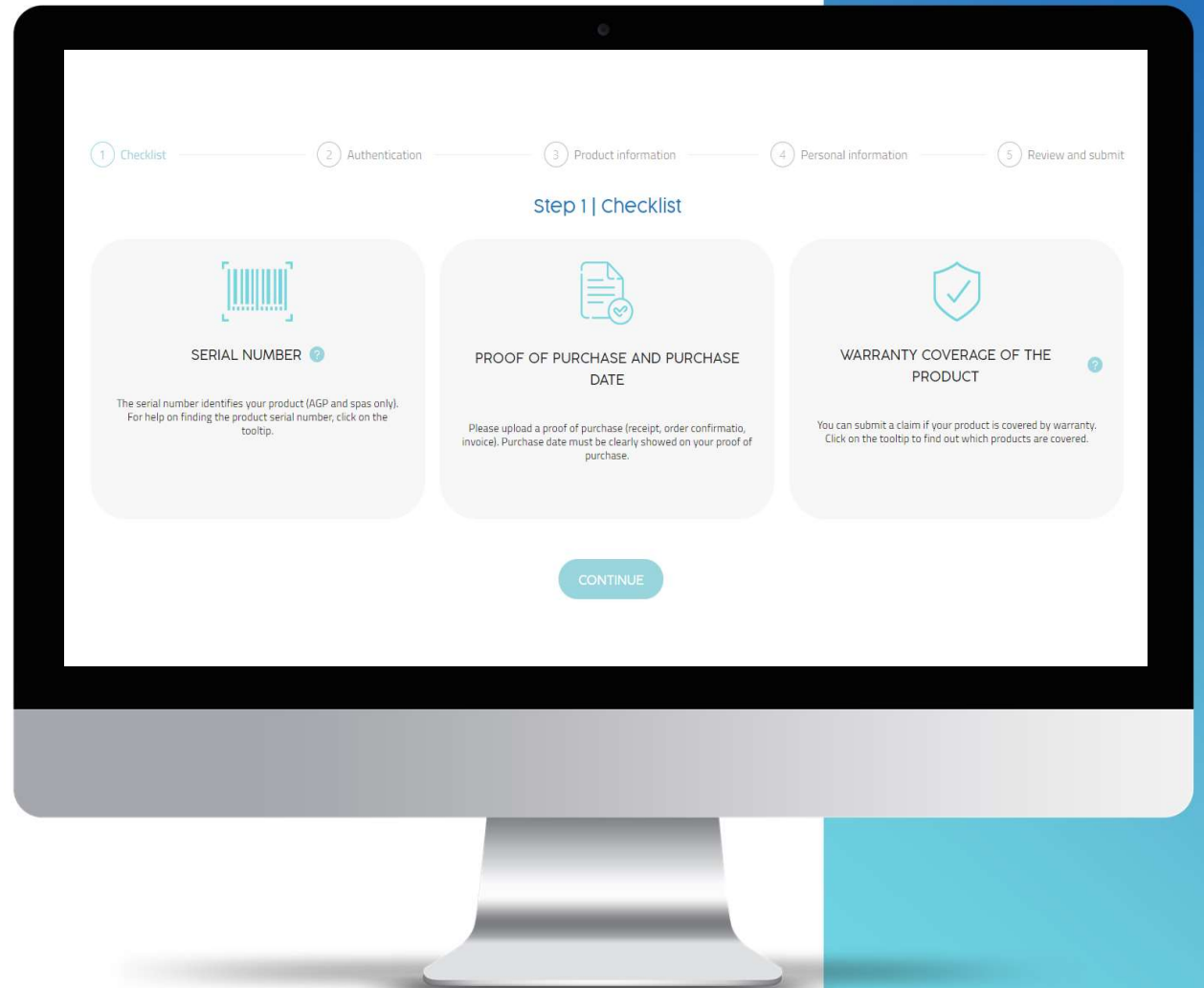
(when applicable): this is necessary to understand if the defect is due to a production problem or a misuse by the customer.

c. SERIAL NUMBER:

this allows to identify:

- the correct production year and related spare parts
- the production lot
- possible production problems.

* In some cases videos might be requested instead.



EU SUPPORT WEBSITE

STEPS TO SUBMIT A SUPPORT TICKET



STEP 4. SUBMIT THE SUPPORT TICKET

1. **Create an account** («my area»).

2. Enter the **required info**

The ticket will be automatically created inside the Internal Management system and an **e-mail including the ticket ID will be sent to the customer.**

The screenshot shows a web form titled "Step 3 | Product information" with a progress bar at the top indicating the current step. The form contains the following fields:

- Product Code (Sales Code): Input field with value "54123".
- Serial number: Input field with value "Serial number".
- Category: Dropdown menu with value "Portable Spas And Accessories".
- Sub category: Dropdown menu with value "Airspas".
- Item part: Dropdown menu with value "Liner".
- Issue type: Dropdown menu with value "Air leakage hole".
- Describe your problem: Text area with value "TEST".
- Purchase date: Input field with value "25/01/2021".
- Country of purchase: Dropdown menu with value "United Kingdom".
- Upload proof of purchase: Button labeled "UPLOAD" and a file upload area.
- Additional documents: Button labeled "UPLOAD" and a text area with the instruction: "Please upload images that show your issue. You can upload any additional documents (JPG or PDF) that may be useful to review your claim."

EU SUPPORT WEBSITE



TICKET SUBMITTED!
CHECK THE TICKET
STATUS ON «MY AREA»

NEW

Users will be able to:

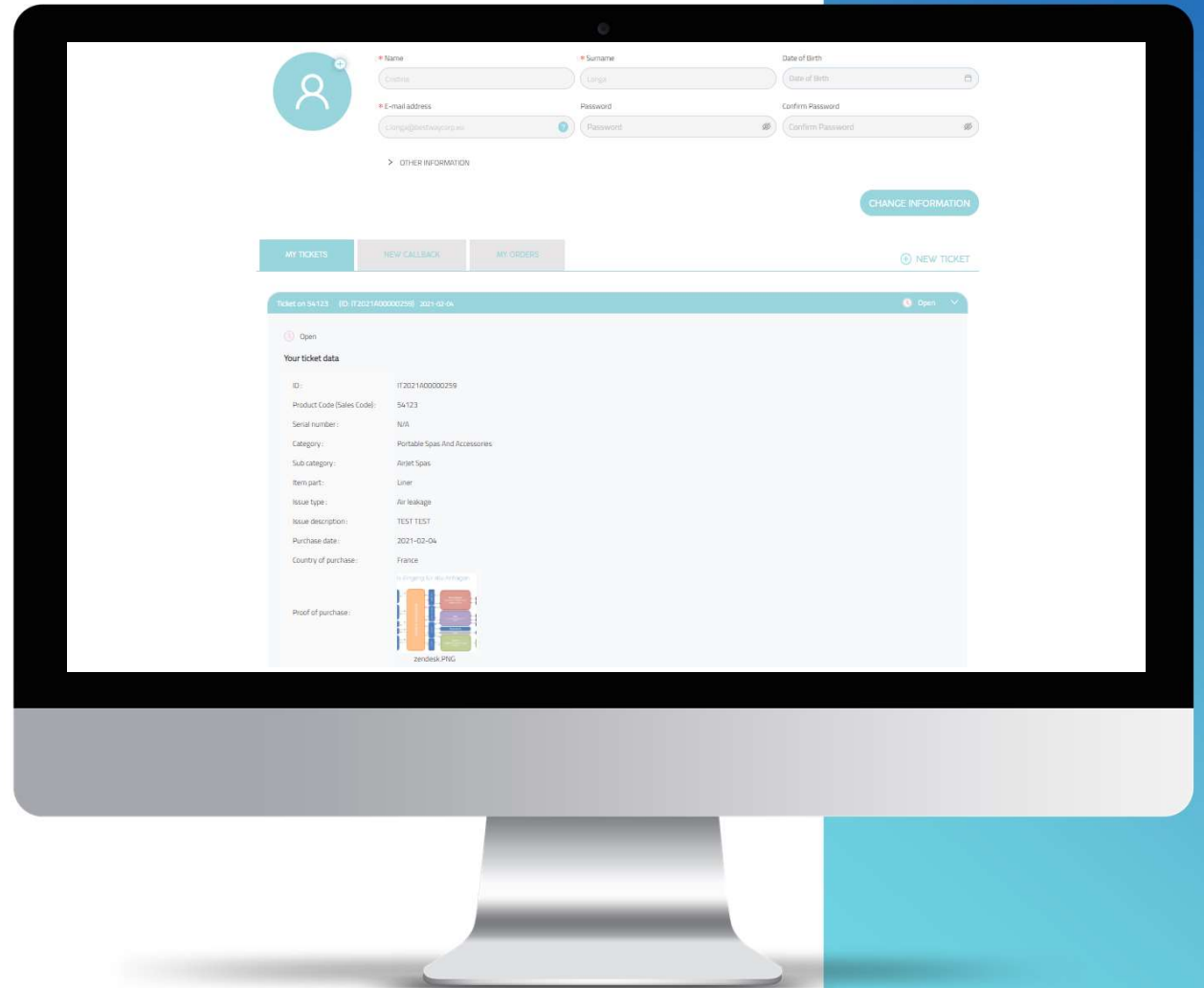
- Edit personal contact details.
- Edit username and password.
- Check the **status of the ticket**.
- **Interact with CS operators**, thus reducing both calls and e-mails.

Shops can create tickets on behalf of their customers and monitor the status of the ticket from «my area».

CHECK THE
TUTORIAL
VIDEO HERE



SOON
AVAILABLE















COUNTRIES INVOLVED

Website already available

- Belgium 
- Czech 
- Denmark 
- France 
- Italy 
- Netherlands 
- Norway 
- Poland 
- Slovakia 
- Sweden 
- Switzerland 

Website to be rolled out in 2022

- Austria* 
- Cyprus 
- Finland 
- Germany* 
- Greece 
- Hungary 
- Iceland 
- Ireland* 
- Malta 
- Moldova 
- Portugal 
- Romania 
- Slovenia 
- Spain 
- Turkey 
- United Kingdom* 

EU Support website will be gradually rolled out in all EU countries in 2022.

For those countries where the website has not been launched yet, the request can still be sent by e-mail to the local Customer Service Center.

*Austria, Germany, UK and Ireland have their own dedicated websites: same functions but different interface.

Visit www.bestwaycorp.eu

STEPS

TO RECEIVE ASSISTANCE



Necessary documents:

- COPY OF THE TICKET RECEIPT
 - PHOTO OF THE DEFECTIVE PART
 - SERIAL NUMBER
- (FOR MORE DETAILS, PLEASE CHECK THE FOLLOWING GUIDE)

NOTE: we only replace the damaged part, not the complete set

ITEMS

COVERED BY CUSTOMER SERVICE



WARRANTY

• FAST SET™ POOLS SET	• FLOWCLEAR™ AQUATRONIX™
• FRAME POOLS SET	• FLOWCLEAR™ CHLORINATOR
• FILTER PUMPS	• SWIMFINITY™
• SAND FILTERS	• HYDRUM™ STEEL WALL POOLS SET
• ELECTRICAL POOL HEATERS	• HYDRUM™ SPLASHER POOLS SET
• LAY-Z-SPA™ SETS	• WATER PARK, BOUNCER, SPORT GAME
• LAY-Z-SPA™ PUMPS	• HYDRO-FORCE™ SUP (STAND UP PADDLE)
• LAY-Z-SPA™ ENTERTAINMENT STATION	• HYDRO-FORCE™ BOATS (65046, 65047, 65049, 65052)
• FLOWCLEAR™ AQUAGLIDE™	• PAVILLO™ SIERRA RIDGE AIR TENT
• FLOWCLEAR™ AQUAROVER™	



CS PROCEDURES

This document includes:

- All steps to be followed to submit an assistance request through the EU Support website;
- The list of documents/information needed to open a ticket;
- The list of products covered by Customer Service;
- the contact details of the local Customer Service Center;
- The contact details for the local spare parts dealer.

Each letter is translated in all EU languages.

1° sending: March
2° sending: May

Dedicated newsletter to all buyers and shops.

Please share with us the list of shops (divided by Country), to include in the contacts' list for the newsletter!

Bestway in Denmark



Bestway customer service is from January 1st 2022 handled by **Bestway Scandinavia A/S** and no longer outsourced

NEW



We have **100% focus** on **support, efficiency** and **digitization** so all support tickets must be created on www.bestwaycorp.eu/dk-da

NEW



We will handle **emails** received on service@bestwaycorp.dk but only for product questions and general inquiries and **not for support tickets**

NEW



As part of the digitization strategy we can **no longer be reached by phone** so +45-69 91 15 76 will be set on auto-reply and refer to our website where all **product information, FAQ, trouble shooting and support ticket opening** can be found

NEW



Bestway in Sweden



Bestway customer service is from January 1st 2022 handled by **Bestway Scandinavia A/S** and no longer outsourced

NEW



We have **100% focus** on **support, efficiency** and **digitization** so all support tickets must be created on www.bestwaycorp.eu/se-sv

NEW



We will handle **emails** received on service@bestwaycorp.se but only for product questions and general inquiries and **not for support tickets**

NEW



As part of the digitization strategy we can **no longer be reached by phone** so +46-08-4030 0143 will be set on auto-reply and refer to our website where all **product information, FAQ, trouble shooting and support ticket opening** can be found

NEW



Bestway in Norway



Bestway customer service is from January 1st 2022 handled by **Bestway Scandinavia A/S** and no longer outsourced

NEW



We have **100% focus** on **support, efficiency** and **digitization** so all support tickets must be created on www.bestwaycorp.eu/no-no

NEW



We will handle **emails** received on service@bestwaycorp.no but only for product questions and general inquiries and **not for support tickets**

NEW



As part of the digitization strategy we can **no longer be reached by phone** so +47-22-650122 will be set on auto-reply and refer to our website where all **product information, FAQ, trouble shooting and support ticket opening** can be found

NEW



THANK YOU



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Bestway



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