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The Next Generation of Product Registration

How Registration as a Service (RaaS) Will Benefit You and Your Customers

The demands on today's leading consumer products companies can be overwhelming. Companies are not only expected to quickly build and deliver innovative products, but also meet ambitious revenue goals while providing an exceptional consumer experience. With customers' ever-shortening attention spans, and seemingly insatiable appetite for innovation, it has never been more important for companies to leverage the right tools to connect with their customers in meaningful, relevant ways.

Product registration represents a huge opportunity for companies to get to know their customers directly. Through product registration, companies get to know motivations and perceptions: why customers bought the product, how they are using it, whether they are willing to recommend it to a friend, and so much more. It's a company's first step to creating a long-lasting – and mutually beneficial – relationship with their customer.

Fortune 500 companies' in-house systems leaving money on the table

Many of today's consumer products companies use internally developed technologies and rely on disparate teams to manage product registration. These resources are expensive; and team members are often operating outside of their core roles. Even companies that bring some of the most innovative and useful products to market miss the opportunity to engage with their customers during product registration. As a result, product registration rates for typical in-house systems range from 1% to 15%, far below what is possible.

It is common practice for these same companies to spend millions of dollars annually to hire best in class marketing companies and yet are unable to provide the highest quality data inputs to fuel these programs.

Product registrations equate to revenue. A single product registration can be worth more than $35 in follow-on revenue for a large consumer products company, while conversion of a retail customer to a direct customer can be worth more than $100. At the annual product volumes of most large consumer products companies, improvement in registration rates can translate into tens of millions of dollars of incremental revenue.

RaaS provides on-going testing and optimization to maximize results and relevancy.

How much is your in-house product registration program costing you in terms of hardware, labor, distraction and most of all suboptimal registration rates?

Would a 3x increase in registration rates at $35 a registration bring meaningful revenue to your company? How about 10x?

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An optimized product registration experience for a company and its customers:

- Provides the customers a "low friction", integrated, and largely automated registration experience

- Offers ongoing testing of formats and messaging for sensitivities and relevancy

- Allows for real-time messaging, and marketing directly to customers

- Provides robust registration reports in real time, across departments, partner companies and around the globe

- Incorporates benchmarking and best practices throughout the entire process

What is RaaS?

Registration as a Service, RaaS, is a global product registration program comprised of a data capture platform, analytics and professional services, and tailored to meet the product registration needs of today's leading companies. RaaS programs are designed to engage customers in relevant ways, maximize product registration rates, and distribute the resultant data and insights to the appropriate stakeholders, globally.

RaaS professional services teams work with client companies and their partners to facilitate the movement of data throughout the company and externally to all key stakeholders. They also provide consultative services to advise how to maximize data capture, uncover available insights and execute initiatives. The result is higher registration rates, typically 3x to 10x greater than in-house systems, customer information that is easier to analyze, and a more relevant experience for the customer.

Companies that provide comprehensive RaaS services work globally, and across many industries. As a result, RaaS systems incorporate best practices from millions of registrations and hundreds of companies. And because they're global, RaaS systems are built with local customs, consumer information privacy laws, and technologies in mind.

> Regardless of where your company is today, RaaS will improve registration rates, provide a more relevant customer experience and relieve over-burdened teams by outsourcing to a team of specialists.

> With RaaS, companies have a "built-in" project manager to pull together the best processes, data feeds, analytics and action plans to develop a customized solution to meet their consumer engagement goals.

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