

After, Inc. launches QuickReg 2.0 with additional benefits for Manufacturers and their Customers

NORWALK, Conn., Dec. 11, 2019 (SEND2PRESS NEWSWIRE) – After, Inc., the global leader in Warranty Marketing and Analytics Solutions since 2005, just announced the launch of QuickReg™ 2.0, the next iteration of its smart registration solution. QuickReg™, launched in March 2019, helps manufacturers drive higher registration rates by making product registration quick, easy and convenient for consumers through their preferred channel of choice.



Send2Press® Newswire

“Our research has shown that there are four reasons for low product registration rates,” says Nate Baldwin, CEO of After, Inc. “First, current registration processes are not convenient for consumers. Consumers won’t do it if it’s manual, time-consuming and requires multiple steps. Second, registration must happen right away, when consumers first get their products, or it won’t happen at all. Third, with CCPA and the additional consumer data protection legislation happening across the country, registration solutions must give consumers control over their data and how it is used. And finally, although consumers are more willing than ever to share their data, they must feel they are getting value in return. QuickReg incorporates all of these

requirements.”

QuickReg™ initially offered two ways for customers to register their products. They could send the model number via text to a specified phone number, or take a picture of the model number and send it via text or email. This would launch an automated process where QuickReg™ would engage the customer in a two-way discussion, verify their personal information, and complete the registration process in a few simple steps.

QuickReg™ 2.0 gives consumers an additional option. They can scan a QR code or RFID tag on the manufacturer’s product box, with the model number embedded.

“A majority of manufacturers are moving towards using QR codes and RFID tags for product identification, so we have enhanced QuickReg to accept it,” says Baldwin. “We are excited about QuickReg’s added functionality and the convenience it provides to manufacturers and their customers.”

To learn more about QuickReg™ and demo the solution for your organization, you can visit: <http://afterinc.com/home/quickreg-smart-product-registration/>.

About After, Inc.

After, Inc. (www.afterinc.com) is a global leader in the Warranty Services industry. Its predictive analytics, data-driven marketing strategies, reporting and program administration are second to none. After, Inc. has partnered with some of the world’s top brands to help transform their warranty businesses, driving customer satisfaction post-purchase, higher product reliability, deeper brand equity and additional revenue / profit opportunities. Headquartered in Norwalk, Conn. and with offices in New York City, After, Inc. is part of EPIC Insurance Group, a unique and innovative retail property and casualty and employee benefits insurance brokerage and consulting firm with 1,300 employees across the United States.

*LOGO link for

media: <https://www.Send2Press.com/300dpi/18-1030s2p-after-inc-300dpi.jpg>