

# Superior North America

## Strategic Price Adjustment Overview for Fiscal Year 2014

### Table of Contents

1. General Explanation of price adjustment
2. Customer notification
3. Effective dates for price adjustment
4. Guidance for CARE when receiving a call
5. Customer Frequently Asked Questions
6. SPA/API Lookup Tool – Portfolio Navigator
7. Account Manager Lookup
8. Account Manager Escalation process

#### **1. General Explanation of Price Adjustment:**

Superior has reviewed the market costs of services that are provided to our customers, and has identified areas where strategic price adjustments are necessary. These adjustments reflect the costs associated with the administration, technology and operational services we provide. We will also introduce exciting new offerings.

In consideration of the annual price increase implemented in July 2013, careful scrutiny of customer accounts was conducted in order to identify the appropriate areas for this price adjustment. The following criteria will make a customer eligible for these adjustment(s), effective January 2014:

- Those customers that did not experience an annual price increase in July 2013, will be administered a price adjustment January 1, 2014.
- SHRED customers that currently receive a Security and Administrative Fee , and SHRED customers that are not currently assessed a Security and Administrative Fee , will both be assessed a price adjustment resulting in a Security and Administrative Fee of \$35, that is reflective of the market price of service fees in our industry.
- All DOCUMENT and DATAPRO customers that will experience a service admin/technology fee that is assessed to manage the use of our online portal and its enhancements. The service admin/technology fee will replace the admin fee on customer invoices. In addition, these customers will be offered an exciting new Security Advisement service, offering them ability to consult a privacy advisor at any time to discuss privacy issues not related to Superior. This service will offer guidance on which security issues to communicate and how to report those issues, which the customer will then execute internally. The new admin/technology fee will allow Superior to offer this specialized level of consultative service.
- DOCUMENT P customers that we serve in markets with increased service costs will experience a price adjustment that will reflect the market cost of the services they receive as well as the costs incurred by Superior to provide service in higher cost markets.

Please note that significant time & resources are allocated to ensure that increases specified per customer are compliant with Superior's contractual obligations. This document will provide further detail on these adjustments, how to examine the account detail for specific adjustment application, and the appropriate way to communicate the information to your customers.

## **2. Customer Notification**

The following notification will be provided to all customers on their November and December service invoices for all service lines (in French, where appropriate):

English

*This serves as Superior's formal notice that your account is subject to a forthcoming price adjustment. As appropriate, such price adjustment will become effective on the January 2014 invoice. Please let us know should you have any questions. Thank you.*

French

*Avis officiel de Superior : Votre compte sera assujéti à un ajustement de prix à venir. Le cas échéant, l'ajustement sera effectif sur la facture de janvier 2014. S'il vous plait laissez-nous savoir si vous avez des questions. Merci.*

\*\*No additional communication has been, or will be sent to any customers regarding the price increase.

## **3. Effective Dates for Price Adjustments**

The strategic price adjustment is effective for the month of January 2014.

- **SHRED and DATAPRO** customers will see the increase reflected on the invoice the customer receives in February (generated at the end of January).

- **DOCUMEND** customers that pay retention in advance will see the increased retention rates reflected on the 1/1/2014 invoice. **DOCUMEND** customers that pay retention in arrears will see the increased retention rates reflected on the 2/1/2014 invoice. All **DOCUMEND** customers will see the increased activity rates reflected on the 2/1/2014 invoice.

## **4. Guidance for CARE when Receiving a Call**

The first call is the most important opportunity to ensure successful implementation of necessary price increases. We need your full support to make this effort a success.

1. Be polite and considerate to the caller; these are our clients and they deserve our attention and respect. Be aware that price increases can be difficult to handle and may affect the attitude of the person calling. Do your best to hold a calm conversation.
2. ***Understand their concerns and sympathize with them, but DO NOT apologize for the increase itself*** and do not blame it on Superior corporate or a specific department. Businesses in all industries experience the need to increase rates from time to time due to a variety of factors.
3. Superior is wholly centered on providing customers the best services and quality in the industry and must adjust to external market factors.

4. ***Under no circumstances should you imply*** – directly or subtly – ***that you disagree with Superior's decision.***
5. Advise the person of the legitimate business reasons behind the increase (see FAQs). **The objective is to use this first contact to fully address the customer's concerns.**
6. If the customer is not satisfied, send the information to the Account Manager for further discussion (see the Account Manager Escalation section below). **Please talk to your supervisor if you are not clear on whom to contact.** You are the owner of this process until there is clear confirmation that the Account Manager or another Superior employee is taking over.

## **5. Customer Frequently Asked Questions**

### **1. What is Admin/Technology fee for?**

The admin/technology fee covers three different services that Superior provides.

- 1) Covers account maintenance, billing and administrative services
- 2) Covers the cost of utilizing out technology services as well as enhancements
- 3) Covers the new Security Advisement Service

### **2. What is the new Security Advisement Service?**

The Security Advisement service, offers the ability to consult a privacy advisor at any time to discuss privacy issues related to and not related to Superior. This service will offer guidance on which security issues to communicate and how to report those issues, which you the customer, will then execute internally. The new admin/technology fee will allow Superior to offer this specialized level of consultative service.

### **3. What Technology does Superior provide?**

Superior provides market leading technology including a comprehensive web tool that allows you to manage your inventory and authorized users, as well as schedule service. This web tool is regularly updated with new features to enhance the end user experience, and provide greater control over your account. In addition to our web tool, Superior has invested in state of the art systems that ensure your information is secure throughout its life cycle.

### **4. I've never been charged this technology fee before?**

The technology fee encompasses Superior desire to continue developing our technology services for the customer. This technology fee also includes the new Security Advisement Service as well as our basic billing and administrative services on your account

### **5. What is the Security and Administrative Fee?**

The security administrative fee includes the daily maintenance, billing, and security of your account. This fee also includes the continuous investment into state of the art systems to enhance your overall experience with Superior.

### **6. How can you justify raising prices?**

Superior is committed to providing you with the highest levels of service. As with many companies, our costs to provide service continue to increase each year. In addition, Superior continues to invest in market leading technology to deliver and excel in our commitments of service and security to our customers.

This makes it necessary for us to adjust our rates, so that we may continue to provide you with the type of service you have come to expect.

**7. My contract states you cannot raise prices.**

I apologize if there is any confusion. I would like to get you in touch with your account manager in order to discuss your concerns.

*If the customer wishes to further discuss the terms of their contract, indicate that you will request that your Account Manager contact you directly. Refer to the Account Manager Escalation section below.*

**8. What date is the rate increase effective?**

**SHRED and DATAPRO** customers will see the increase reflected on the invoice the customer receives in February (generated at the end of January).

**DOCUMEND** customers that pay retention in advance will see the increased retention rates reflected on the 1/1/2014 invoice. **DOCUMEND** customers that pay retention in arrears will see the increased retention rates reflected on the 2/1/2014 invoice. All **DOCUMEND** customers will see the increased activity rates reflected on the 2/1/2014 invoice.

**9. Will you send me a copy of my contract with Superior?**

I will request that your Account Manager send a copy of your company's contract to your attention.

**10. My service from you is terrible, so I refuse to pay.**

I am very sorry to hear that, sir or ma'am. If I could take a moment of your time to learn more about your concerns, we would greatly appreciate it. Your input will help us make any necessary improvements as soon as possible.

*Try to get information related to:*

Specific service or quality issue

Length of time it has been happening or when it happened

How they believe we can improve

Whether these issues have been reported to anyone else at Superior and what kind of response they received

Thank you, this information is very useful. I'll be sending these comments on to your Account Manager for follow up with you directly, as well as to our own internal management team.

**11. If you give me a price increase I'm canceling my contract**

Example: Sir or ma'am, I appreciate your concern, but do hope that you will be willing to discuss this further with your Account Manager. (Refer to the Account Manager Escalation section below).

**12. I just received an annual increase in July, so why am I receiving an increase in January?**

Superior applies an annual price increase one per fiscal year. Superior works diligently to provide enhanced services and state of the art improvements to our customers, and with these enhanced services Superior provides adjustments at the most costly effective price across all service lines.