

CASE STUDY

CENTRICITY

Nationwide Marketing Group is North America's leading buying group with thousands of independent retail dealer members that sell major appliances, consumer electronics, home theaters and more.



Challenge

Nationwide believed they could do more for their dealers with a new and improved warranty program, which led them to put the program out for bid in 2018 with an RFP.

Nationwide wanted to rebrand the program to start fresh with customized product protection plans that would benefit their dealers' customers improving customer satisfaction and building loyalty.

Resolution

After a long RFP process, Nationwide chose Centricity to be the provider for their new EPIC Protect warranty program.

"Centricity stood out from the other providers as the best to work with for a number of reasons," said Chad Burris, Director of Product Protection for Nationwide Marketing Group. "We knew they were going to take care of our retailers. We became more than business partners."

Centricity customized an extended service contract program for NMG, adding benefits and services that appealed to NMG dealers and their customers.

Hundreds of Nationwide's independent retailers now sell EPIC Protect in their stores.

"We love Centricity, and we sell the service plans like crazy. Our revenue from selling service plans is up 26% this year compared to last year," said a Washington, D.C., based retailer with 15 locations. "We're fiercely loyal to vendors that support us, and we hope this is a very long, long, relationship."

Nationwide dealers overall have experienced a 35% increase in sales of extended service contracts since EPIC Protect was introduced.

And customer satisfaction and loyalty have soared as evidenced by a 4.2 "Great" score on Trustpilot. Customers now rave to their retailers about the premier customer support they receive if a product breaks and they need to file a claim with Centricity.

And Nationwide retailers can confidently sell extended service contracts knowing that their customers will be taken care of.

In fact, Nationwide has been so pleased with the program and partnership with Centricity, they decided in 2023 to renew the program for an extended period of time.

"It was one of the easiest decisions of my career," Burris said of the renewal. "With many of the other vendors that NMG contracts to build various programs, it feels very much like a client/vendor relationship. With Centricity, however, it is a true partnership as we work together day in and day out to provide unrivaled service levels and coverages for Nationwide members and their customers. Continuing to partner with Centricity is absolutely the right decision for our group as we go forward."

Real Results