



Why Manufacturers and Consumer Goods Companies Should Care about Right to Repair

We surveyed over 500 consumers on their knowledge of the Right to Repair movement and their views on promoting environmental sustainability. The results show consumers want to reduce e-waste and many are up to the do-it-yourself (DIY) challenge, with a little help of course.

Smart manufacturers can take advantage of these trends to not only show sustainability leadership but also to reduce customer effort, provide a better customer experience (CX) and drive customer loyalty while also addressing business challenges such as reducing No Fault Found incidents, saving on costly onsite technician resources and shipping costs related to warranty repairs.

ESG-Friendly Companies Perform Better

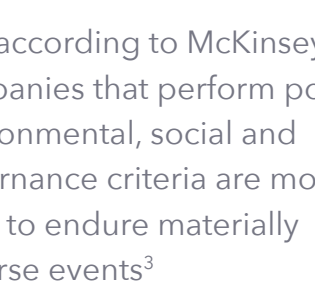


Of survey respondents feel that companies should be held accountable for making a positive impact on the communities in which they operate¹



Of corporate directors in a recent PwC survey said Environmental, Social and Governance (ESG) is tied to company strategy, up 15% from 2020²

Global sustainable investment:



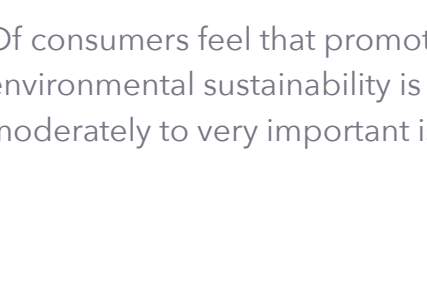
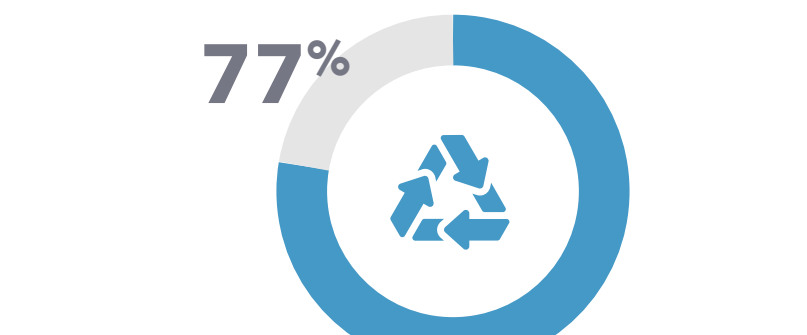
Global sustainable investment topped \$30 trillion in 2019—up 68% since 2014 and tenfold since 2004

And according to McKinsey, companies that perform poorly in environmental, social and governance criteria are more likely to endure materially adverse events³

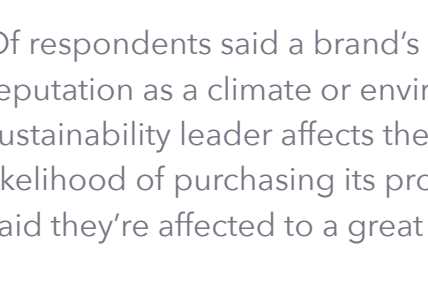


Consumers Are Taking Actions to Become #OneStepGreener

A record 53.6 million metric tons (mt) of electronic waste was generated worldwide in 2019 and is expected to reach 74 mt by 2030, according to the UN's Global E-waste Monitor 2020⁴



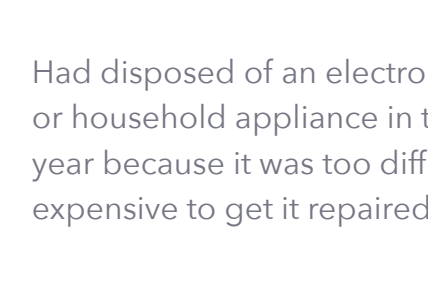
Of consumers feel that promoting environmental sustainability is a moderately to very important issue



Of respondents said a brand's reputation as a climate or environmental sustainability leader affects their likelihood of purchasing its products (¼ said they're affected to a great extent)



Of consumers would stop using a product/brand if they found it didn't use sustainable/ethical practices, according to the CGS 2020 Sustainability Survey

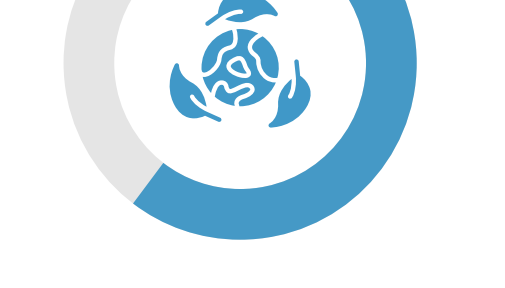


Had disposed of an electronic device or household appliance in the past year because it was too difficult or expensive to get it repaired

Manufacturers Should Allow Consumers to Repair Their Electronics to Keep Them in Use As Long As Possible to Help Mitigate Growing Levels of E-Waste:



Consumers Aware of the Right to Repair Movement:³



Respondents who were aware of Right to Repair were significantly more likely to rank promoting environmental sustainability as very important

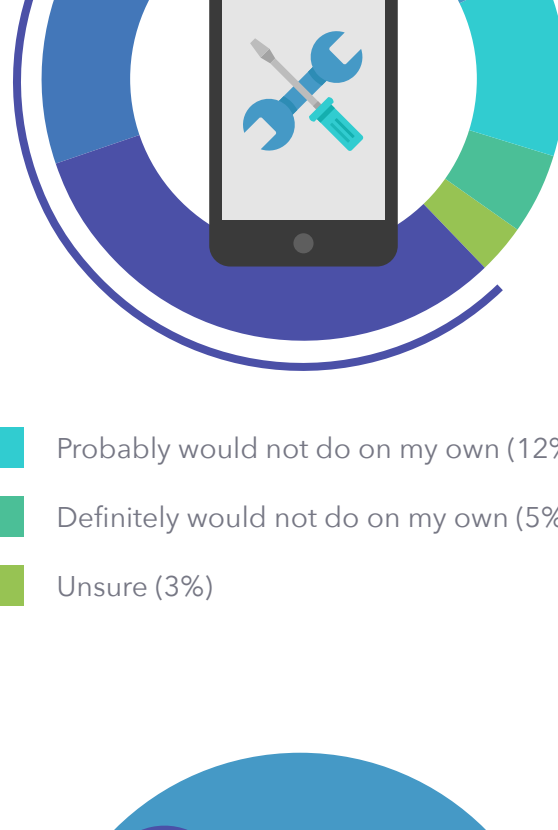


Respondents who were not aware of Right to Repair ranked promoting environmental sustainability as very important

Sustainability Movement Meets DIY Trend

DIY Household Electronic Repair:

80% Of consumers would attempt a DIY repair of an electronic device or household appliance if they had easy access to replacement parts and instructions



- Definitely would do on my own (32%)
- Probably would do on my own (27%)
- Possibly would do on my own (21%)
- Probably would not do on my own (12%)
- Definitely would not do on my own (5%)
- Unsure (3%)

Brand Support DIY Repair:

Consumers would be more likely to attempt DIY repairs if brands provided support in the process, for example, by connecting with an expert using "see what I see" technology to guide them through repair steps.

- More likely to try (46%)
- Somewhat more likely to try (35%)



Interested in "See What I See" Remote Assistance for:⁵

- 45% Setup/installation/repair of technology, phone or internet services
- 36% Appliance support
- 32% For product assembly
- 29% Auto support (e.g., changing wiper blades)
- 15% Help with a medical device

Reasons to support Right to Repair:

- Extend the life of devices & appliances for sustainability
- To give consumers more cost-effective options
- To give individuals more options on where or how to repair
- The convenience of self-service repairs
- To support local/small business repair shops
- Difficulty getting a new replacement item due to supply chain shortages

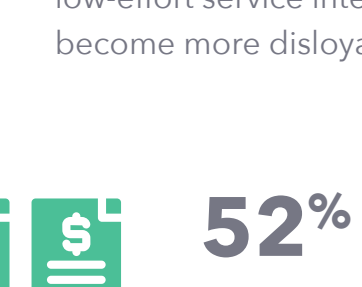
The Linkage among Right to Repair, DIY and Business Value

Sending an item out for repair, taking it to a shop, scheduling a technician visit or trying to explain a technical problem over the phone are all high-effort customer interactions.

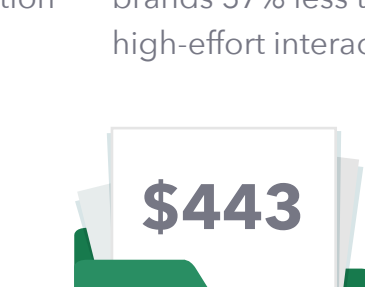
Service Interactions:



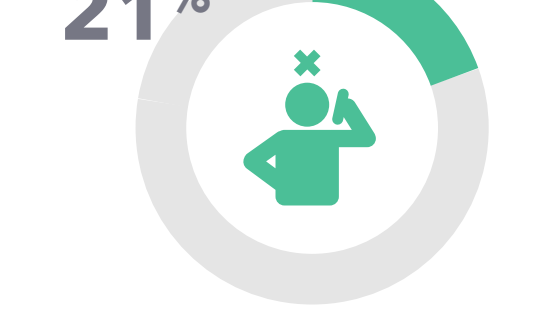
Of customers with a high-effort service interaction become more disloyal



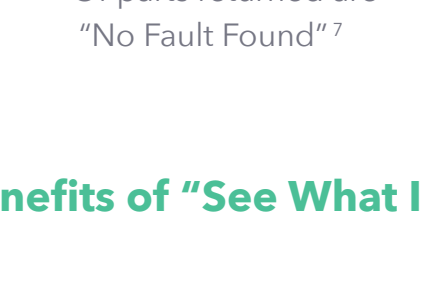
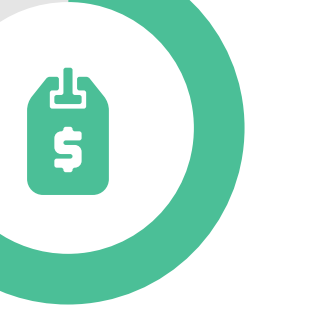
Of customers with a low-effort service interaction become more disloyal



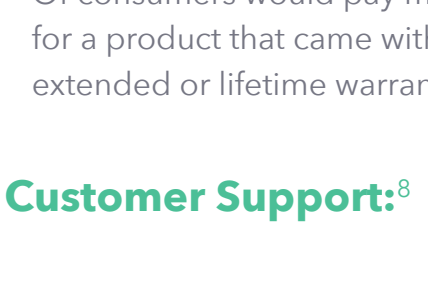
Low-effort interaction costs brands 37% less than a high-effort interaction⁶



Of service incidents still require a field service visit⁷



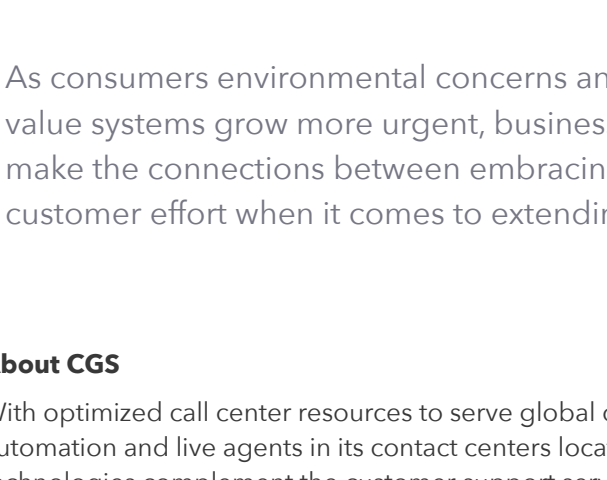
Of parts returned are "No Fault Found"⁷



Of consumers would pay more for a product that came with an extended or lifetime warranty

Benefits of "See What I See" Tech Customer Support:⁸

- 54% Improved first-time fix rates
- 47% Reduced cost of service
- 29% Reduced product returns
- 26% Increased CSAT scores



"Profits are in no way inconsistent with purpose—in fact, profits and purpose are inextricably linked."

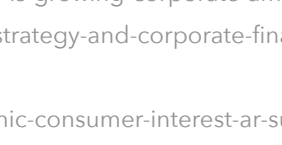
- Larry Fink, BlackRock³

As consumers environmental concerns and their demands that brands abide by their value systems grow more urgent, business leaders have more reason than ever to make the connections between embracing sustainable business practices and reducing customer effort when it comes to extending the life of beloved electronics and appliances.

About CGS

With optimized call center resources to serve global clients, CGS offers a unique hybrid approach through automation and live agents in its contact centers located across the globe. Its AI-enriched chatbot, RPA and AR technologies complement the customer support services provided by thousands of multilingual call center agents. CGS Teamwork AR™ with agent assist empowers representatives and consumers with interactive remote support to help drive down product return rates and reduce costly onsite visits. CGS supports many of the world's industry-leading global brands through innovative, scalable and flexible business process outsourcing solutions.

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