Transforming Big Green Egg's Warranty Program

August 2024

New Warranty Claim Process Explained | For Customer

1

REGISTER FOR THE LIMITED LIFETIME WARRANTY PROGRAM

- Activate your limited lifetime warranty by registering your product on Biggreenegg.com
- We’re going to increase our efforts to register the customer at POS.

2

SUBMIT PRODUCT WARRANTY CLAIM ONLINE

- Customer starts claim at Biggreenegg.com – registration email is their user ID.
- If the customer is not registered, they will be prompted to do so first
- Claim approval within 48 Business hours

3

CHOOSE YOUR FULFILLMENT

- Direct (just pay shipping).
- Through Any Local Dealer: The customer receives an email with a QR code, which they bring to the dealer. The dealer scans the QR code, fills in the online form, and completes the warranty claim.

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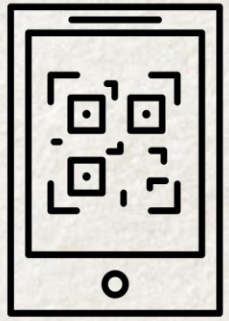
New Warranty Claim Process Explained | For Dealer

The dealer can still service the customer, the customer just starts that experience online.

CUSTOMER SUBMITS WARRANTY CLAIM ONLINE

CUSTOMER WHO OPTS FOR DEALER FULFILLMENT COMES IN-STORE PRE-APPROVED WITH THEIR CLAIM



DEALER SCANS QR CODE, COMPLETES FORM AND PROVIDES PART

CUSTOMERS CAN STILL PURCHASE REPLACEMENT PARTS AT DEALER.

Streamlined process for dealer & distributor

Reduced administrative responsibility

Dealer Role

- Scan the QR code
- Fulfill the part

Distributor Role

- Facilitate dealer parts
- Reimburse dealers based on monthly reports from BGE

Purpose of the new Program

Customer first, improve the product

- Provide customer service where our customers prefer it
- Reduce fulfillment times for warranty parts
- Shift the discussion away from the dealer
- Collect market data for product improvement to significantly reduce warranty claims
- Encourage customers to visit dealers for positive experiences like demos, cooking classes, new accessories, charcoal, or additional Eggs, rather than for product failures
- Additional warranty resources and supporting materials will be shared prior to launch
- New Warranty process to launch in **August 2024**

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