



by **Allstate**

## OVERVIEW AND FAQs

# NEW: THE HOME DEPOT PROTECTION PLANS BY ALLSTATE

## Starting on February 1, 2021, The Home Depot Protection Plans will be powered by Allstate instead of Asurion

- **NEW!** The Home Depot Protection Plans still have all the same features and benefits you know and love, but with some newly added best-in-class features that no one in the industry offers.
- All customers who purchase The Home Depot Protection Plans before February 1, 2021 will remain with Asurion.

## Features created specifically for The Home Depot Protection Plans by Allstate customers:

- ✓ **3-Day Service Guarantee for Major Appliances** (vs. no guarantee with Asurion)
- ✓ **2 to 4-hour service appointment window** (vs. 4-full day appointment windows with Asurion)
- ✓ **Tech support expanded to 1 full year** (vs. 30 days with Asurion)
- ✓ **Improved No Lemon Policy:** on the 3rd qualifying event for the same repair, customers can leverage the no lemon policy (vs. 4th qualifying event with Asurion)
- ✓ **New feature, track-your-tech:** customers can track their service tech to see how close they are—just like Uber!
- ✓ Even with all these newly added benefits, The Home Depot Protection Plan retail prices are staying the same!

## The Home Depot Protection Plans by Allstate's New Associate Tools

- Beginning February 1, visit [HDPPsupport.com](https://HDPPsupport.com), which is replacing [GoHDPP.com](https://GoHDPP.com).
- Look for a new dedicated The Home Depot Protection Plans myApron page deploying on February 1.
- Look for a new Knowledge Depot course on The Home Depot Protection Plans by Allstate deploying on January 13. The course is called Home Depot Protection Plan by Allstate Overview and the course number is: #00164114.

## New Protection Plan POP/signage

- MET will be setting your store with the new POP on Monday, February 1 under project #66749, which will be a one-day turn. There is a Legal obligation to swap out the POP in one day.
- MET kits, which include brochures, signage, and launch kits will arrive in store the week of January 18.
- Check out The Home Depot Protection Plans marketing overview one-pager included in your launch kit to familiarize yourself with all of the new, updated items.
- Stores will still be able to order Allstate Protection Plan POP free of charge via IMS ePOP, same way with Asurion Protection Plan POP.



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## FREQUENTLY ASKED QUESTIONS (FAQS)

### **Why did we switch from Asurion to Allstate?**

Partnering with Allstate will allow us to provide new best-in-class features like 3-day Service Guarantee, 2 to 4-hour appointment windows, premium tech support, ability to track service techs, and more! We are bringing our customers greater value at the same retail prices.

### **My customer had their appliance delivered, when does the plan start?**

Historically, we have stated the Plan starts on DOP, but Allstate coverage is based on when the customer takes possession of their product. In some cases, Allstate will ask customers for proof of delivery to ensure they receive their full coverage. Customers are eligible to leverage other benefits on day-1 like preventative maintenance or premium technical support.

### **Are protection plan prices and price tiers changing?**

No! Prices are not changing at all. Allstate is providing exceptional service at the same low retail prices. Plus, we are keeping the same price tiers for major appliances and general merchandise.

### **Can I still use the same SKUs and marketing materials?**

No. New SKUs will be loaded into the systems for February 1. We are also shipping new Apron Cards and POP that you can use when assisting a customer.

### **When will the POP and signage arrive in store?**

Week of January 22, 2021.

### **Do customers need to register their plan with Allstate?**

No! The Home Depot will provide Allstate with purchase information for ease. Allstate encourages the customers to go into their portal to update the plan with a picture of the receipt for ease of filing a claim in the future.

### **What happens to the customers who bought the old plans?**

For plans purchased prior to February 1, 2021, Asurion will continue to take care of those customers through the plan's expiration. But starting on February 1, our customers will be in good hands with Allstate! Customers can call 1-800-HOMEDEPOT and dial Option 1 for Asurion plans, and Option 2 for Allstate plans.

### **Will there still be a 10% discount for multiple 5-year major appliance protection plans?**

No, not after January 31, 2021. After receiving associate feedback that the 10% discount on multiple 5-years plans didn't drive additional sales, we have decided to eliminate the discount.

### **What if I need more help or additional information?**

Visit The Home Depot Protection Plan group on the Warehouse to connect with fellow Associates. You can also visit [hdppsupport.com](http://hdppsupport.com) for resources including contact info for your Allstate Regional Sales Manager. For customer escalations continue to leverage [EPPhelp@homedepot.com](mailto:EPPhelp@homedepot.com).

### **Do I have a new Home Depot Protection Plan Field Manager?**

Yes! Allstate has a dedicated team to support The Home Depot. Their names and contact info by region are located on [HDPPsupport.com](http://HDPPsupport.com) under the "Support" tab.

### **How do I order new brochures?**

We are shipping in new brochures that will arrive the week of January 18. The MET team will replace all brochures, terms & conditions, and signage on February 1. When you need to order more POP, continue to use ePOP/Ariba like you have in the past and include GM below.