

LEONARDO

# Enhance the Customer Experience Summary

Ray-Ban

∞Meta

# Table of Contents

- 1 Warranty
- 2 Customer Support
- 3 How To Address Privacy
- 4 Effective Selling Approaches
- 5 The Demo Experience



# Warranty

- In North America and Australia, the warranty period is 1 year from the product purchase date
- Within the European Union or the European Free Trade Association, the warranty period is 2 years, valid only with proof of purchase that clearly shows the purchase date from an authorized EssilorLuxottica retailer
- This warranty is valid only in countries where Ray-Ban Meta smart glasses are sold

The repair and replacement remedies under this warranty are:

- If under warranty, the service of replacement and repair is free of charge
- If out of warranty, replacement and repair of the frame/case is a paid service
- If a product needs to be replaced, it may be a new, refurbished, or remanufactured product, subject to rights under local law(s)

Not all remedies are available everywhere (it depends on the specific country).



# Customer Support



## Start-Up Support

After the sale, if a customer requires assistance downloading the Meta View App, connecting the glasses to it, or using the basic features, you can refer to the complete reference guide included in the package.

## Support Pages

Customers can seek assistance by visiting the Ray-Ban Support Portal and Meta Help Center via the Help and Support page in the Meta View App. Here they will find additional information and the main troubleshooting tips.

## Contact Us

Customers may contact any retailer, consumer electronics reseller, or wholesaler if further assistance is needed. Those who purchased their product from a Ray-Ban store may contact the Contact Center; the Ray-Ban Meta collection is supported by a dedicated team.

## Technical Support

Escalation to Meta should not be handled directly by sales assistants. Sellers should direct customers to the Ray-Ban Technical Support Portal. Customers will then be required to provide additional information to manage the escalation process (some of this information will be available in the application settings, such as serial number, application version, etc.). Depending on the type of problem, managers will decide which requests to forward directly to the Meta team.



# How To Address Privacy



Everyone has the right to privacy, and it's the user's responsibility to respect that right. That's why it's crucial to let your customers know:

- **They're in control:** From the privacy settings in the Meta View App, they can choose preferences for captures, voice commands, and notifications and manage the information they share with Meta
- **The Capture LED light is built for everyone's privacy:** Located on the front right, it lets people know when the user is taking a photo, video, or audio capture so that they won't catch anyone nearby off guard
- **Ray-Ban Meta smart glasses:** Tampering with the LED light is against the terms of service. If it's completely covered but not disabled, the user will receive a notification to uncover the LED before taking a photo, video, or livestream. The size of the white LED has been increased from 0.9mm to 2mm, and the pattern has been changed to a blink to improve visibility and address user feedback
- **To respect people's preferences:** Not everyone likes to be photographed, and it's essential to ask people's permission first and to stop recording if someone says they'd rather not be in a photo or video
- **To keep the power off in private spaces:** The smart glasses should be turned off in certain spaces, such as a doctor's office, school, or place of worship
- **The importance of being a good community member:** We must all obey the law. Smart glasses shouldn't be used to engage in harmful activities such as harassment, invasion of privacy, or capturing sensitive information such as PIN codes
- **To keep eyes on the road:** Users shouldn't capture photos or videos while driving or while operating heavy machinery where it's essential to stay focused
- **To let others know when they're capturing:** It's important to be respectful of other people nearby. Using a voice command or clear gesture will let them know a user is about to capture

# Effective Selling Approaches

Remember, everyone who enters your store is a potential smart glasses customer – find out what's important to them and link the product's features to their lifestyle.

There may be a variety of customers and situations. Some examples?

- 1 A customer who is looking for a new pair of glasses
- 2 A customer who loves the Ray-Ban brand
- 3 A customer with children or pets who wants their hands free to take care of them
- 4 A customer who is a high-tech enthusiast
- 5 A customer who already knows what smart glasses are



# Effective Selling Approaches

So what are the best ways to approach these types of scenarios?

## Conversation starters

First, start a conversation with your customer using your core sales model training as a guide, and remember that you can introduce the Ray-Ban Meta smart glasses with an icebreaker that leads to the product's innovative features. Great talking points can be lifestyle habits or events they have coming up.

## Style suggestions

Style is an important consideration when choosing the perfect fit. Be prepared to suggest the most suitable style if a customer is undecided about the best fit for them.

## Addressing privacy and security

Explain that Ray-Ban Meta smart glasses are designed to protect videos and photos — no one can access their media without login information, and captures imported into the Meta View App can't be lost.

## Closing the sale

When closing the sale, explain how to download the Meta View App and connect the frame. Make sure to point out the reference guide inside the box and on the Meta View App itself.



# The Demo Experience

And remember to let the customer discover the features thanks to the Demo experience: this will immerse them in the innovative world of Ray-Ban Meta.

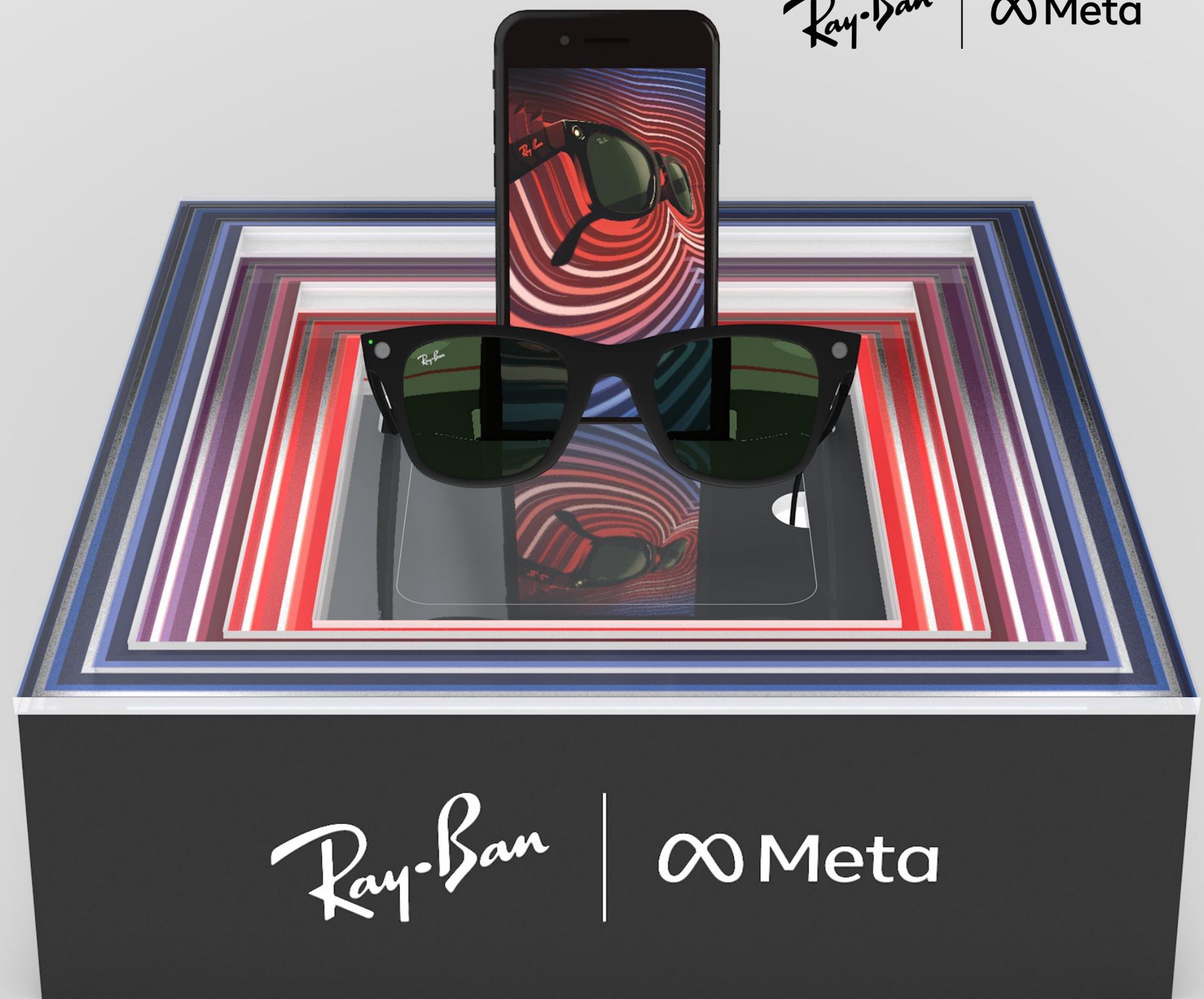
Always make sure to Demo the product and let the customer try out the glasses – the Demo will help them experience the product in action! This will be made easy thanks to dedicated in-store fixtures and the Demo App available in each store, which will allow customers to:

- **Listen to music and video calls:**

Let the customer put on the frames and select a song to play from the Demo device or listen to a call

- **Capture videos and photos:**

Point to the Capture button and show them how to use voice control to take a video and photo



# The Demo Experience

And new for the Ray-Ban Meta collection:

- **Livestream:**

Let customers know that Ray-Ban Meta will allow them to livestream directly from their point of view on Instagram and Facebook

- **Voice Control and Meta Artificial Intelligence Assistant\*:**

One of the most innovative attributes of Ray-Ban Meta smart glasses that sets them apart from the competition is the integrated voice control and Meta Artificial Intelligence Assistant feature

And finally, it's up to you to present the incredible features and benefits of Ray-Ban Meta smart glasses, taking into account the needs and preferences of your customers!

\*At launch, Meta Artificial Intelligence will be available only in the United States.



© 2023 EssilorLuxottica Group. All images and text in this tool are protected by copyright laws and are for internal use only. They may not be used or reproduced in any form or manner without the prior written permission of EssilorLuxottica Group, or in the case of third-party materials, the owner of that content.