

The word "colart" is written in a stylized, lowercase font, appearing to be carved into a surface of fine-grained sand. The letters are light blue, matching the overall color scheme of the image. The sand is a darker shade of blue, creating a textured, three-dimensional effect.

CONSUMER CARE
2022 YEAR END REPORT
STEFANO MAIORANA

SOURCE: FRESH DESK TICKETS REPORT

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- Key metrics
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Executive summary

1) Key metrics

- Smaller number of queries received in '22 vs PY (-11%)
- We overachieved all the KPI's targets and we are particularly pleased with our Average Response Time and average Resolution Time
- Great result on the customer satisfaction too (+5% vs PY)

2) Tickets insights

- Technical support continues to be the reason consumers reach us the most, followed by sales opportunity, accounting for 15% of total queries. Quality complaints, have been quite high for the whole year (10% of total queries).
- In terms of location, in 2022 we almost had an even split in the amount of queries incoming from North America (38%) and Europe (37%).
- W&N is still the brand we receive more queries about (55% of the total queries). Since the launch of the website, Charbonnel has become a constant presence, and in 2022 accounted for 2% of total queries.
- 2022 insights from China provided by the local team.

3) Quality Complaints

- 10% of total queries received are complaints about products quality.
- 57% of the complaints are around W&N products and 22% Liquitex ones.
- Most frequent complaints are around faulty/damaged containers (in particular faulty or broken lid, leaking tubes, etc.).
- Most affected categories are Markers and Brushes (respectively 11% and 9% of the total quality complaints).

4) Replacement orders analysis

- So far this year the cost for replacements is £8,456, split across a total of 456 orders. Also good to mention that in '22 we spent in replacements 22% less than PY.

5) Consumers' Voice: best comments received in Q4 (only W&N this time)

6) Consumers feedback and follow up. A recap of all the actions we managed to follow up in 2022 based on consumers feedback and request

7) A recap on what has been achieved by Consumer Care team in 2022.

8) An anticipation of what to expect for 2023

2022 Key Metrics

Stats

- Smaller number of queries received in '22vs previous year.
- The lower level of first contact resolution suggest the desire of consumers to engage with us.
- All the key indicators have been improved.
- 94% of the queries received during the whole year have been resolved within 24hours. This result proves the fantastic job done by all the agents as well as the attention and dedication in assisting our consumers.

Consumer Care Performance	2022	2021	Difference YoY
CREATED TICKETS	16889	19037	-11%
RESOLVED TICKETS	16838	19137	-12%
UNRESOLVED TICKETS	167	115	45%
REOPENED TICKETS	4778	4708	1%
AVERAGE 1ST RESPONSE TIME	06:32	11:40	-44%
AVERAGE RESPONSE TIME	06:36	10:33	-37%
AVERAGE RESOLUTION TIME	19:43	21:39	-9%
AVERAGE 1ST ASSIGN TIME	01:07	03:43	-70%
FIRST CONTACT RESOLUTION	68%	71%	-4%
FIRST RESPONSE SLA	85%	62%	37%
RESOLUTION SLA	94%	83%	13%

Tickets Tracker

- Overall the flow of incoming queries has been constant during the whole 2022.
- Looking at the number of queries received by month, can be noticed a small decrease in April and again in July, but nothing like the huge variations we were used in the previous years. The ad hoc actions we put in place during the year helped to overcome seasonal challenges and issues we used to face in the past, however this might also suggest a tendency of consumers having a more stable and consistent communication with us.
- Except in some few short staff periods, we managed to maintain low the number of unresolved tickets through the whole year.

Service Level

- All service level targets have been overachieved.
- Best performance so far, **well done team!**

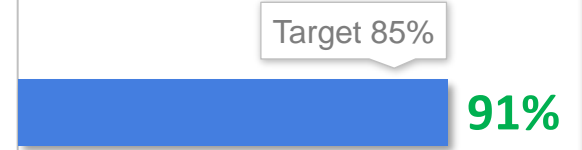
Consumer Satisfaction Survey

- The 84% result on the consumer satisfaction survey is aligned with the fantastic performance across the other areas (4% above the target)
- We managed to improve last year performance (+5%), and this confirm the continue focus of the whole team in providing best class service to our consumers.

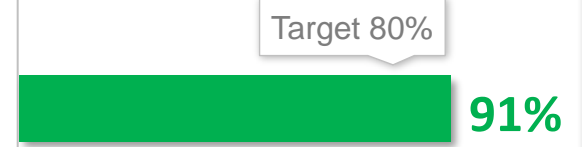
First response time <8hrs



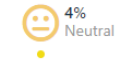
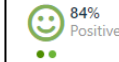
Av. response time <12hrs



Resolution time <24 hrs

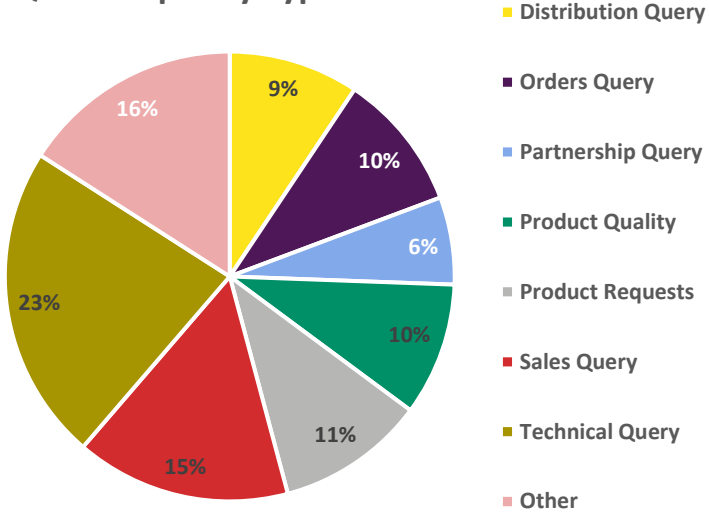


How would you rate your overall satisfaction for the resolution provided by the agent?

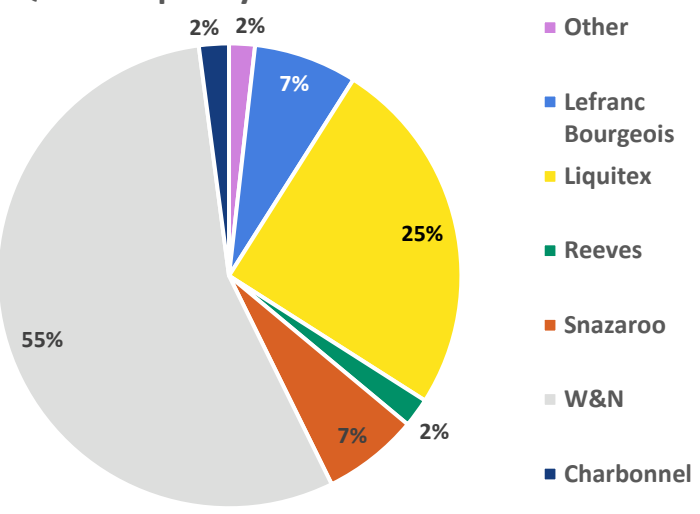


Global Tickets Insights

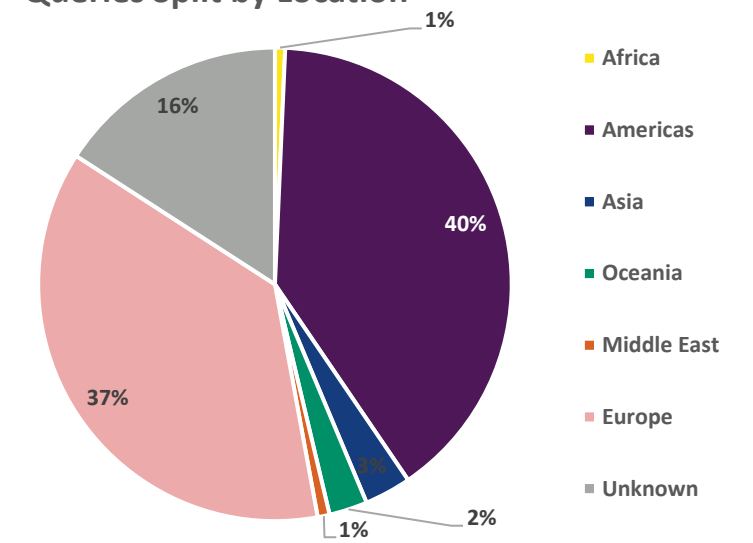
Queries Split by Type



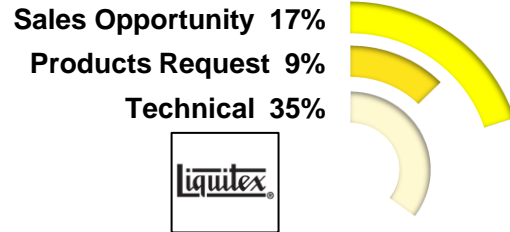
Queries Split by Brand



Queries Split by Location

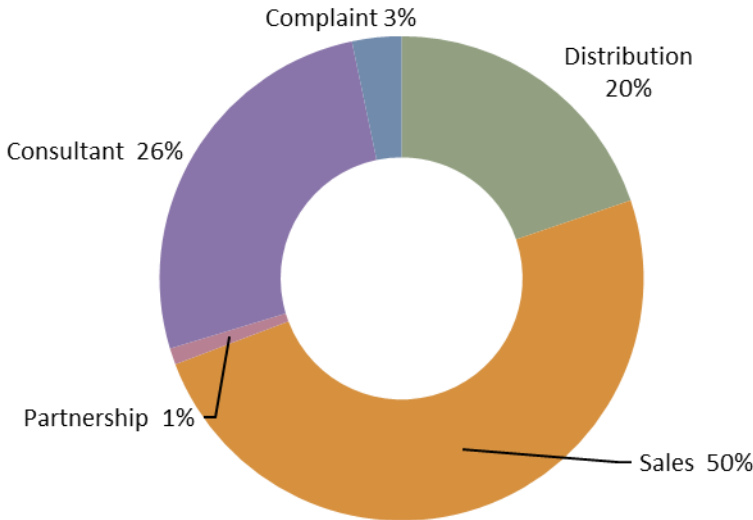


Top 3 type of queries received by brand

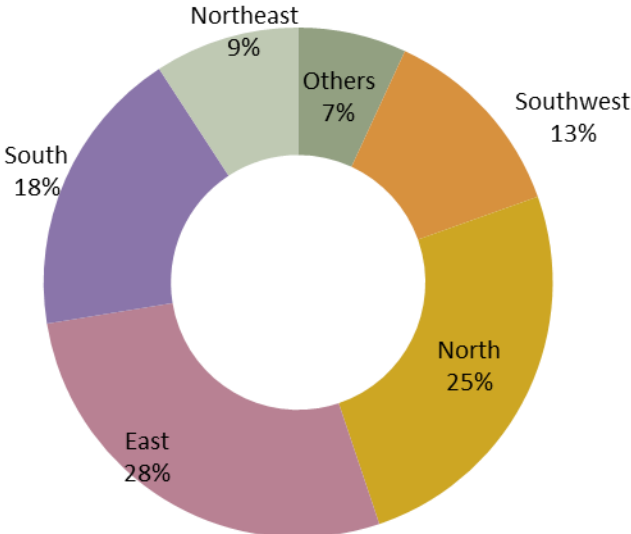


China 2022 Tickets Insights

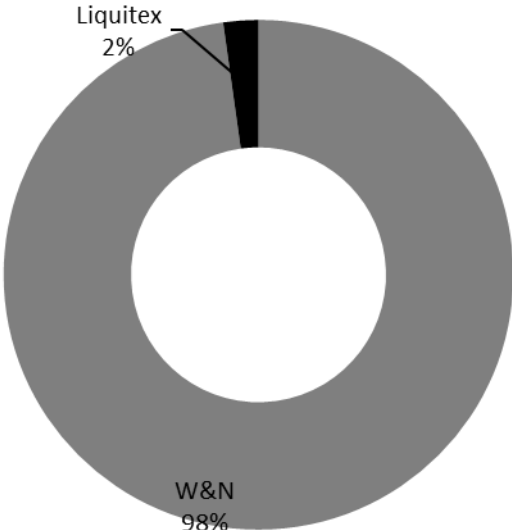
Queries Split by Type



Queries Split by Location



Queries Split by Brand



- **No. of tickets:** 91 tickets in 2022, less than PY. This is mainly due by the impact of strict control from Covid policy.
- **Source of tickets:** Majority of inquiries came from hotline (96%).
- **Brand split:** 98% of queries were about **W&N**.
- **Location wise,** despite a small decline vs PY, North and East are the regions that contributed the most in terms of queries received (53% of the total).
- In terms of **type**, the top 3 inquiries are: Sales (50%), Product consulting(26%) and Distribution(20%).

2022 Quality Complaints

1616 Quality complaints received (10% of the total tickets)

- 57% W&N
 - 928 Quality Complaints, 10% of total W&N queries
- 22% Liquitex
 - 353 Quality Complaints, 8% of total Liquitex queries
- 12% Lefranc Bourgeois
 - 186 Quality Complaints, 15% of total LB queries
- 2% Snazaroo
 - 32 Quality Complaints, 3% of total Snazaroo queries

Most frequent* category affected by complaints	#	%
Product Vessel / Container	400	25%
Markers	181	11%
Brush	146	9%
Sets	143	9%
Acrylic	108	7%
Product Vessel / Label/ Box	111	7%
Water Colour / Gouache	101	6%
Oils, Mediums, Solvents, Additives and Varnishes	88	5%

Complaints per category

- Product Vessel / Container (bottle, tube, can)
 - Unable to open bottle, lid damaged and leaking tube/spray can
- Markers
 - Dried markers or leaking
- Brush
 - Brush not pointing or and not performing as expected
- Sets
 - Duplicated product in the set and missing item
- Acrylic
 - Lumpy consistency
- Product Vessel / Label/ Box
 - Damaged box and wrong or missing information on the label
- Water Colour / Gouache
 - Colour contaminated and separation
- Oils, Mediums, Solvents, Additives and Varnishes
 - Contaminated

*79% of total quality complaints

Source: Fresh Desk tickets report 2022

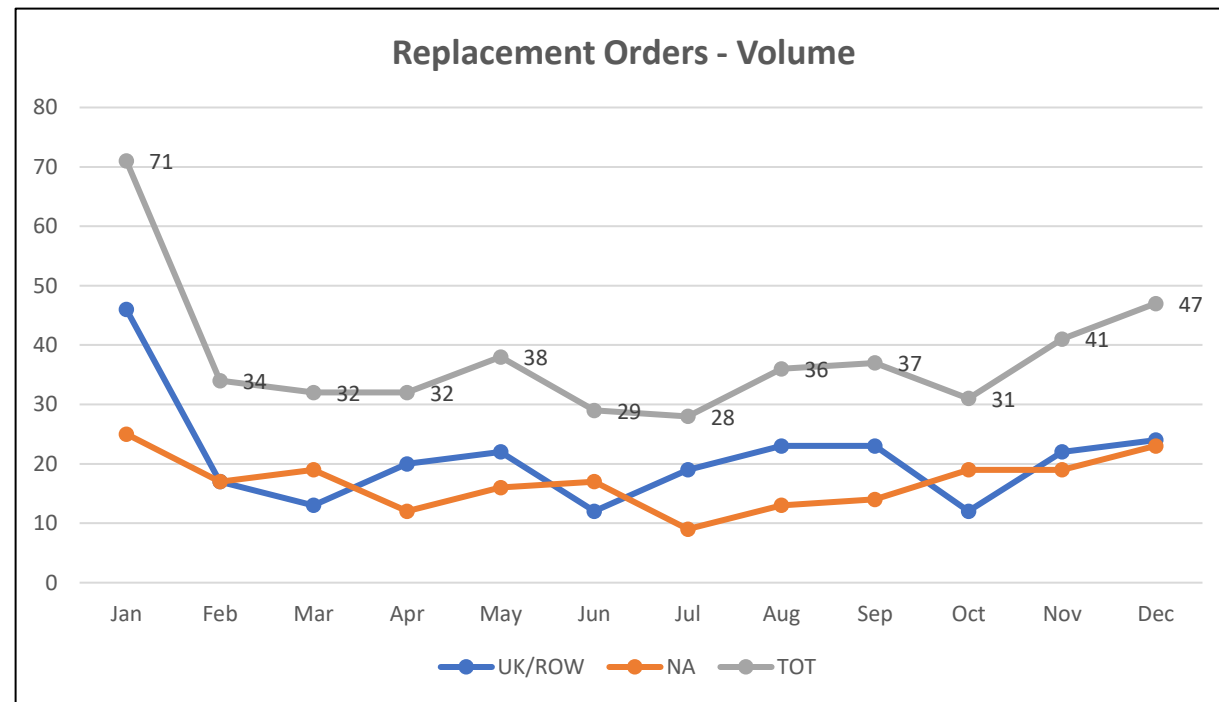
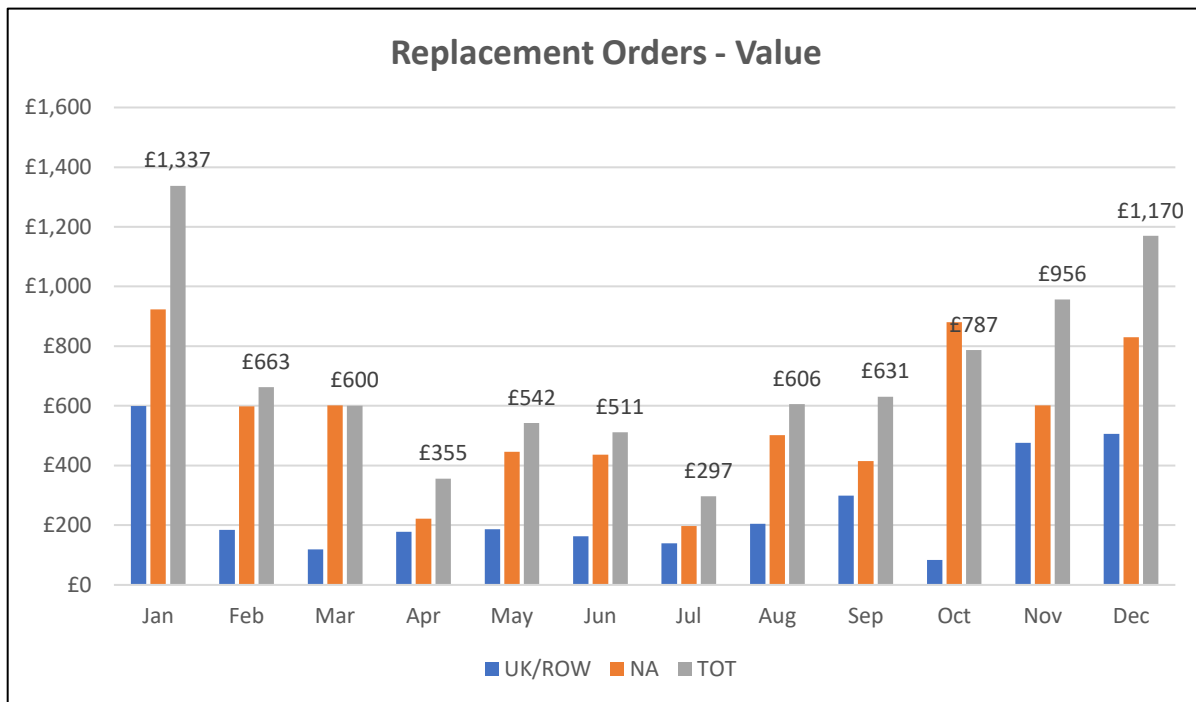
Products replacement orders

In 2022 due to quality complaints, delivery issues and goodwill gesture, Consumer Care team has arranged 456 product replacement orders, split as follow:

- 203 in North America, for a total of \$ 6,650* (roughly \$33 per order)
- 253 in UK and ROW for a total of £3,136* (roughly £12 per order)

The total cost of replacement orders £8,456** (average £18 per order)

Overall we have spent -22% vs 2021



*Based on Retail Price

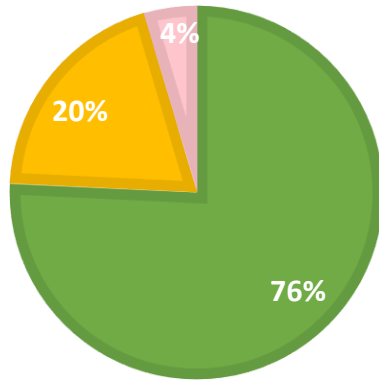
** EU/ROW in Pounds, NA in Dollars, TOT in pounds (conversion rate \$ to £ 0.8)

Consumers feedback and follow up

Consumers' daily share with us feedback and suggestions on products, website, communication, etc. We listen them carefully and act accordingly to bring into life new consumer's ideas and improvements. Below a recap of all the actions communicated and followed up in 2022

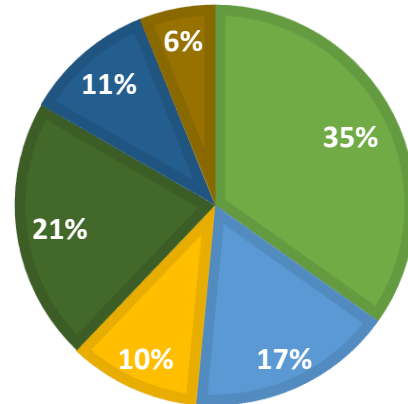
TOTAL OF ACTIONS

■ COMPLETED ■ REPORTED ■ UNABLE



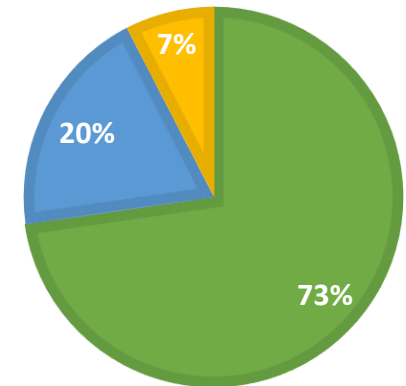
TYPE

■ DIGITAL
 ■ ECOMMERCE
 ■ MEDIA
 ■ PRODUCT INFORMATION
 ■ SAFETY
 ■ STORE LOCATOR



BRAND

■ WN ■ LQX ■ LB



66 actions have been **reported** through our form for actions and follow up.

- 50 were successfully completed
- 13 are still in progress
- 3 were not able to progress

- **Safety** are actions mostly related with SDS (missing, outdated, etc.)
- **Media** are amendments on documents and/or images available on the website
- **Digital** is about links that don't work, issues on the site structure, etc
- **Ecommerce:** anything related with ecommerce, including retailers' sites and amazon
- **Store Locator** are amendments on the list of our retailers
- **Product information** are actions related to products information present in all touch points (website, packaging, documentation, etc.)

Split by brands in detail:

- 48 W&N
- 13 Liquitex
- 5 Lefranc Bourgeois

The complete list of actions reported in 2022

Brand	Brief description (you can include links)	Status	Type
W&N	Include on the website a "share the basket" feature. Based on ticket 128246	Reported	Digital
W&N	Find out the size of all the brushes. In mm. based on ticket 128231	Done	Product information
Liquitex	searching bar not working on the website	Done	Digital
LB	128927. include in LB web which varnishes are removable	Unable	Digital
W&N	create a solution for the papers. Learn about the specifications of the WN papers	Done	Product information
Liquitex	The varnish page on the Liquitex website has some errors. The brush on and spray varnishes have identical descriptions. One should be designated as a spray or aerosol varnish. Also all of	Done	Digital
Liquitex	https://www.liquitex.com/row/tips/impasto/wrong-colour-on-the-site-burnt-sienna-ticket-129079	Done	Digital
W&N	Add a message on the canvas section on the W&N website explaining products cannot be sold via the ecommerce. Consumer get confused when trying to buy them	Done	ecommerce
W&N	Consumer reports that the W&N Calligraphy Ink images on Amazon NA show the label that states these are for use in fountain pens.	Done	ecommerce
LB	Have the pigment information in LB	Unable	Digital
Liquitex	Not primary colours in Liquitex website / how colour mixing together	Reported	Product information
W&N	Find the temperatures of all the ranges	Done	Product information
W&N	Images of WN Calligraphy Ink on Amazon NA all feature the label that states the ink can be used in fountain pens.	Done	ecommerce
LB	Image of medium pour glacis flamand is incorrect. Dark one is correct. ticket 129263	Unable	Digital
Liquitex	Not SDS info in the High Gloss varnish site	Done	Safety
W&N	Promarker colours on the website not close to reality. based on ticket 130303	Done	Media
W&N	Permanent Carmine does not contain the pigment number anywhere on the website. Mark Cann confirms that it is PV19.	Done	Product information
W&N	The downloadable color chart for the Professional Watercolours is missing Aureolin. It's in the current price list and is also included in the color swatches below.	Done	Media
W&N	Include a list of products used in our videos. ticket 131251	Done	Media
W&N	printable version of the technical info on the website. ticket 131568	Done	Media
W&N	WN site professional acrylic incorrect number of listed colours. there is a total of 80. not 78, not 88 ticket 131786	Done	Digital
Liquitex	On the Liquitex NA website, almost all of the large knives, Professional Scrapers, Trowels and Spatulas are missing or have the wrong image	Done	Digital
W&N	Wrong pigment listed in Winton Colours in WN site	Done	Digital
Liquitex	Store location from France / Also WN in Denmark	Done	Store locator
W&N	Language assigned on The Bank on the MSDS	Done	Safety
W&N	Griffin Alkyd colours differ. website are shown less than the colour chart.	Done	Product information
W&N	Pictures of the colour charts WN ranges	Done	Media
W&N	Consumer reports that the "Submit" button for the recent W&N survey doesn't work. Ticket #133290	Done	Digital
W&N	The link to add a subscriber's birthday appears to be broken.	Done	Digital
W&N	Wrong pigment description on PWC. ticket 134015	Done	Product information
W&N	Cerulean Blue in the W&N Artist Oil range is missing the link to the safety data sheet on the North American site. A consumer wants it for air travel.	Done	Safety
W&N	The W&N Artist Painting Medium is missing the link to the SDS on the NA site and I can't get into the Bank.	Done	Safety
Liquitex	webiste error when clicking on the product ticket 134552	Done	Digital

Brand	Brief description (you can include links)	Status	Type
W&N	Create a brush size chart with all the measurements. something like the paper guide with its technicalities	Reported	Product information
W&N	Can this retailer be added to the Store Locator on the W&N site? Forstall Art Center, 215 20th ST N, Birmingham, AL 35203. Phone number: 205-870-0480. Website: www.forstallart.com	Done	Store locator
Liquitex	The titles for the LQ High Gloss Varnish and Satin Varnish on the website include the word "Additive" which I believe is inaccurate and does not appear on the label.	Done	Product information
LB	LB website cookies policy	Reported	Digital
W&N	Birthday campaing. Issues with consumers. not giving personal information	Done	Digital
Liquitex	NA ecommerce on LQX doesn't work.	Done	Digital
W&N	error visualization on WN site.	Done	Digital
Liquitex	In the Knowledge section of the LQ website, the Tips and Techniques show the same 3 videos	Done	Digital
W&N	Issue with printing out the W&N Professional Watercolour downloadable color chart. It seems that when she prints out the version on the website the information is too small and the entire color chart doesn't print.	Reported	Media
W&N	Not all of the existing Studio Collection watercolor pencil sets are to be found on the website.	Done	ecommerce
W&N	The new Metallic Cotman sets do not appear on the Cotman page in the North American website, only under the "Sets" tab.	Done	ecommerce
W&N	The labels on some WN mediums show an inactive 800 number for health information.	Done	Safety
W&N	The SDS for Cotman Watercolors on the North American website are in French!!	Done	Safety
W&N	NA website on the Artist hog brush hero image is shown a beige brush. That's not the correct one.	Done	Digital
Liquitex	Website shows the banner for matte pouring medium but in the description below it says high gloss	Done	Digital
W&N	It looks like all of the linseed oils are missing from the NA website oil mediums page.	Reported	ecommerce
W&N	139008 wrong copy on the WN site	Done	Digital
LB	Remove store from LB store locator. 140837	Done	Store locator
W&N	Ask wn brand team to include pictures of hand painted colour chart/swatches on the site	Reported	Media
W&N	create a chart of colour bias. green, red, blue and yellow. ticket 141022	Reported	Product information
W&N	Add us to your international Store Locator page on your website please.	Done	Store locator
W&N	P.W.C Perylene Violet states lightfastness as 'B'. It should be rated 'A'	Done	Product information
W&N	PWC tube Rose Dore--Printing on tube of pigments looks like PY19--should be PV19	Reported	Product information
W&N	142096 amazon packaging / vs real packagin. cotman set not including brush	Done	ecommerce
Liquitex	not lqx sds on the bank	Done	Safety
W&N	Having the below warning message on the drawing inks main page: "All colours in the range..."	Done	Product information
W&N	product not in stock anymore appears on the website ticket 143416	Done	ecommerce
W&N	The Winton Oil Starter Set on the NA site shows 2 green in the Contents list - Viridian Hue and Permanent Green Light. But at least 9 of the photos show Sap Green instead.	Reported	Digital
W&N	The W&N NA website has an article that includes PWC Prussian Blue in a list of non staining colors, when it is actually a staining color.	Done	Product information
W&N	series 7 advertised on the website with a luxury packaging but not sold as such ticket 143343	Done	Digital
W&N	The Griffin Alkyd Mixing White is missing from the NA website color listing. Also the description is wrong	Reported	ecommerce
W&N	include a message about VAT not included in the prize	Reported	ecommerce
W&N	Change address in the WN UK invoices. address the consumer care team	Reported	ecommerce

Consumers' Voice



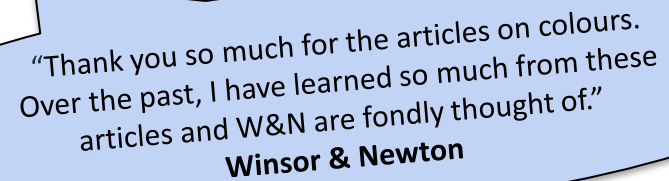
"Thanks again for your speedy reply, adding to my already strong admiration for W&N products"

Winsor & Newton



"I have been enjoying your products for years as well as your post about colours. It's nice you round up the experience with excellent customer service. Thank you!"

Winsor & Newton



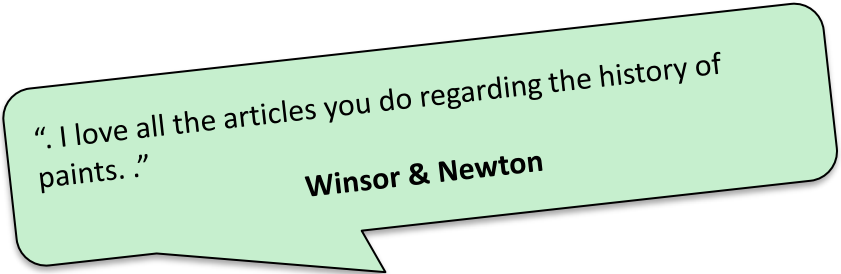
"Thank you so much for the articles on colours. Over the past, I have learned so much from these articles and W&N are fondly thought of."

Winsor & Newton



"I appreciate your help, and the assistance of the Customer Service Team. I note that this has been commented on elsewhere on various 'blogs', well done W&N."

Winsor & Newton



"I love all the articles you do regarding the history of paints."

Winsor & Newton

What has been achieved in 2022?

Performance

- ✓ First response time within 8hrs: +36% of queries vs PY
- ✓ Average response time within 12 hrs: +17% of queries vs PY
- ✓ Average resolution time within 24hrs: +5% of queries vs PY
- ✓ Customer Satisfaction: +5% vs PY

Consolidate the core

- ✓ Improved all contact us forms
- ✓ Integration of Charbonnel and Colart websites within Fresh Desk
- ✓ Developed the “inventory document” for spare parts management
- ✓ Fresh Desk “solutions” sections reviewed, updated and extended

Expand capabilities & knowledge

- ✓ Monthly customer Satisfaction workshops
- ✓ Monthly products FAQ sessions
- ✓ Technical demonstrations (4 sessions successfully delivered by TCE)
- ✓ Launch of Colart Knowledge Base

Extra

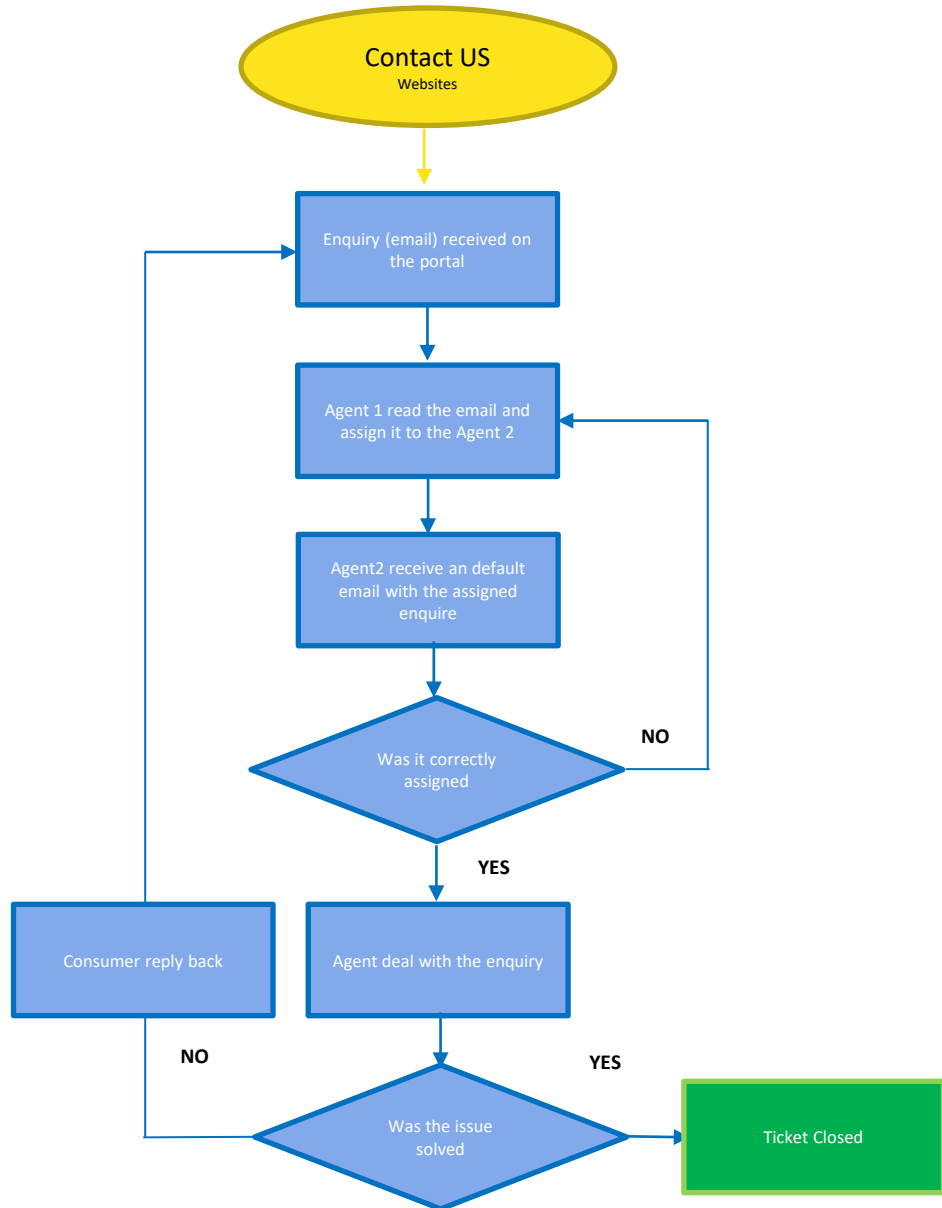
- ✓ 66 actions from consumers feedback followed up (50 completed)
- ✓ 12 TFAC demonstrations
- ✓ 20 product evaluations

What to expect from 2023?

The Consumer Care focus areas for 2023 are:

- **Put the consumers' experience at the core of all our websites.** Use consumers' feedback to apply websites modification and work on improving the service we offer to our visitors and their interaction with our brands
- **Increase the use of automations in tickets assignment.** Enabling us to remove repetitive tasks for consumer care agents and improve the efficiency of the team.
- **Optimise the Contact Us Page on our websites** in order to facilitate the collection of key information from consumers, resulting in faster responses and providing a better experience for visitors.
- **Re-introduce the art classes.** We are developing fun and productive sessions, run by the TCE, for Colart HO employees to explore and enjoy our products and learn about them.

Appendix – Process and Terminology



Definitions	Description
Ticket	Enquiry received in the portal via the “Contact us” through the website
Tickets assigned	Number of tickets assigned to agent
Tickets resolved	Number of tickets set to resolve by agent
Tickets reopened	Number of tickets that had a response from customer
Tickets reassigned	Number of tickets that were reassigned by agent
First response SLA %	% of tickets responded to in 72 hrs
Resolution SLA %	% of tickets resolved in 72 hrs
FCR %	% of tickets resolved without a response from customer first time
Private notes	Number of Private notes added to tickets
Responses	Number of responses sent
Average 1st response time	Time to send first response to customer
Average response time	Time to respond (average of all responses for one ticket)
Average resolution time	Time to resolve customer ticket
Type of enquiries	Description
Technical Query	Everything related to products usage
Product Requests	Free products request, spare parts, Sponsorship, documentation, collaboration, donation, etc.
Distribution Query	Where to buy products (consumers perspective) and How to sell products (customer perspective = sales opportunities); usually split is 20%-80%
Product Quality	Enquiries about faulty products
Orders Query	Enquiries about order status, payment, delivery issues
Product Safety	Anything related to safety or accidents using products (e.g. allergic reactions), Product Safety Data Sheet
Digital Query	Enquiries about Website, newsletter, masterclass
Sustainability/Social Resp.	Ethical questions and enquiries about vegan ingredients
Other	Archive, Spam, Residency, Career opportunity, TFAC artists, demo and visits