

# Who We Are

Formed in 1995, Dominion Products and Services, Inc. (“DPS”) is a full service, turnkey provider of home repair service programs, maintaining over 800,000 customer relationships in ten states behind utility and municipal brands.

Based in Richmond, Virginia, with Customer Service Centers in Pittsburgh, Pennsylvania and Plano, Texas, DPS is a wholly owned subsidiary of Dominion Resources, Inc. (“Dominion”), ranked 162nd on the 2011 Fortune 500 list, third in Fortune Magazine’s 2011 list of most-admired electric and gas utilities and 83rd Best Corporate Citizen by CRO Magazine in 2011. Dominion reported revenues of \$15.2 billion and earnings of \$2.8 billion in 2010.

Trading on the New York Stock Exchange under the symbol “D,” Dominion serves more than five million customers in the mid-Atlantic, Midwest and Northeast regions of the U.S.



# What We Do

Dominion Products & Services, Inc. specializes in generating income for your business through a suite of private labeled home repair service programs offered to your customer base. Each program operates as a natural extension of traditional municipal and utility business functions to leverage core competencies, maximize brand value and ensure high levels of customer and regulatory acceptance.

## Our Programs Include:

- In-Home Electric Line Repair
- In-Home Gas Line Repair
- Surge HELP®  
(Home Electronics Loss Protection)
- Water Line Replacement
- Water Heater Repair & Replacement
- Sewer Line Repair
- In-Home Plumbing Repair
- In-Home Water Line Repair
- Gas Line Replacement
- Heating & Cooling Repair
- Preferred Restoration



# How We Do It

Dominion's Relationship Management Program (DRM) focuses on creating long-term partnerships by:

- **Increasing customer satisfaction**
- **Protecting and enhancing your brand**
- **Growing your profitability with no risk or out-of-pocket expenses**

DRM provides our partners with a comprehensive business solution that includes marketing, printing, mail fulfillment, billing, customer & contractor management, claims processing and in-house call center services. Our flexible platform allows you to choose only the programs that you're comfortable with. As your comfort and your customers' acceptance grow, additional programs can be added to your portfolio.

Behind the scenes, our proprietary Marketing Database manages each customer's relationship, and our state-of-the-art Customer Service Center provides a 24 hour, live body interface for claims reporting and dispatching. Repairs are addressed quickly and effectively through a highly selective network of pre-screened, approved contractors who are graded for response time, customer satisfaction and performance.

Post-repair call backs and repair satisfaction surveys ensure total customer satisfaction and brand preservation.



# Marketing/Advertising

Dominion's highly targeted and efficient direct response marketing campaigns are designed to maximize the value of your existing customer relationships. With your brand, our products become a natural extension of your core business, building customer confidence and acceptance.

By utilizing years of experience and response data, today's latest demographic tools, and carefully planned marketing tests, we ensure that our product offerings are not an unwanted intrusion for those who are unlikely to participate, yet a welcome guest for those who are most likely to appreciate their value.



# Brand

We understand the impact of operational inefficiencies and the effect they can have on customer satisfaction and business success. An improperly handled claim or poor customer experience can negatively impact the relationship you've worked hard to establish.

As a partner of Dominion, you can rest assured that your home protection programs will be managed with the same attention to detail and focus on excellence that we've built our business on for the last 100 years.

We value your brand and your customers like our own, and through our Customer Information System and Marketing Database, we ensure a secure, well-documented operational experience that is available for your review at any time. Regularly scheduled reports ensure you are well informed and part of the process at all times.



# Sales and Customer Service

Since 1995 we have operated our own in-house Retail Sales and Service Centers. These state of the art facilities, located in Pittsburgh, PA and Plano, TX, utilize such technologies as Aspect ACD and CTI solutions, automatic call recording and a custom-built customer information system with predictive dialing capabilities.

Our centers are staffed with highly trained and dedicated customer service representatives (“CSRs”) who have a deep knowledge of our services, program benefits and competitive environments. Full-time trainers ensure they are supplied with the latest program information and sales techniques and allow new programs and partners to be seamlessly integrated.

Your programs receive dedicated toll-free numbers allowing calls to be answered to your specifications, further enhancing the customer acceptance and brand value.



# Contractor Network

While customer service starts with the phone experience, the actual claim repair leaves the most lasting impression. That's why we use the utmost scrutiny in selecting repair professionals. Dominion's dedicated staff of contractor coordinators monitor repair performance and contractor compliance through post-repair callbacks, spot inspections and repair satisfaction surveys to ensure customer satisfaction.

Claims are handled quickly and thoroughly with mandated response times:

- **Any service repair deemed an emergency requires a response time of six hours.**
- **Any non-emergency repair requires customer contact by a contractor within one hour of notification.**
- **All repairs must begin within 24 hours, unless the customer has approved a different time.**

Our model provides results, with our latest customer research analysis\* (November 2007) indicating a customer satisfaction rating greater than 97%.

\*conducted by Alan Newman Research, Inc., Richmond, Virginia



# Partnering Benefits

## Enhanced Customer Satisfaction

Home repair programs that are intrinsic to one's core business have proven to increase overall customer satisfaction. Customers value doing business with a company they trust and perceive as an expert in the field.

## Brand Enhancement

Is your brand an asset to your business or just a name? Do your customers look to you as a solution or just a service provider? Your strong brand is a natural vehicle to new business and new forms of revenue. Utilizing products and services that are a natural extension of your business just makes sense for you and your customers.

## Profit Growth

Our programs are a cost effective solution to expensive home repairs for your customers and a potentially valuable source of income for your business. Typically costing less than \$5.00 per month, these low-cost solutions provide you a dependable annuity stream that grows year after year. Best of all, Dominion's turnkey solution allows you to receive all these benefits with no financial risk.



# Home Repair Programs

## **In-Home Electric Line Repair**

Repair coverage for the components that comprise your home's electric system, such as wiring, outlets, fuses, breaker panels and more.

## **In-Home Gas Line Repair**

Covers the repair or replacement of gas lines located inside your home.

## **Surge HELP®**

(Home Electronics Loss Protection)

\$1,000 to \$5,000 in annual repair or replacement coverage for appliances and/or electronics in the home that are damaged by electrical surges. No equipment to install.

## **Water Line Replacement**

Complete repair or replacement of the water line that runs from your home to the main line.

## **Water Heater Repair & Replacement**

Provides repair or replacement for all standard gas/electric water heaters.

## **Sewer Line Repair**

Provides up to \$7,500 in annual repair of the sewer line that runs from your home to the main line.

## **In-Home Plumbing Repair**

Provides up to \$1,500 in annual repair for the water and/or drain lines located within your home.

## **In-Home Water Line Repair**

Provides up to \$750 in annual repair for the water lines located within your home.

## **Gas Line Replacement**

Complete repair or replacement of the gas line that runs from your home to the main line.

## **Heating & Cooling Repair**

Complete repair coverage for heat pumps, furnaces and central air conditioning systems.

## **Preferred Restoration**

Add-on restoration service over and above the standard seeding and straw when outside lines are repaired/replaced.



# Learn More

Let us show you how a service line or home repair partnership can benefit you and your customers. For additional information contact our business development team at [BusDev@dom.com](mailto:BusDev@dom.com).

