

WG

 WHITEGLOVE



NEW CCS program

CCS wants to make sure you have time to do the 2 most important things: Book and Shoot! We want to take the back-office work off your shoulders!

This service is available for those who shoot team and individual sports pictures using a pre-pay or speculation marketing method. CCS will enter athlete data, enter orders and identify images (for speculation and online remarketing from pre-pay). CCS will also set up your event online and set-up email campaigns (for pre-pay re-marketing OR initial marketing in the case of speculation), print & mail photo proofs and print your pre-pay order forms or speculation sequence cards. You only need CCS Uploader.



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Use this program:

- so you do not need to learn software such as CORE
- so you do not need to hire/schedule additional office staff during your busy times
- So you do not need to hire & manage office staff for data entry
- so you can focus on booking and shooting in your office

This program can be used with View First or Pre-Pay.



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What does CCS provide with this program?

- Pre-pay
 - Order & data entry, image ID + managed reorder program
- View First
 - Data Entry, image ID for + managed marketing with
 - Emails (including bounce back management)
 - Paper Proof creation & mailing (optional)
- Order form & sequence card printing



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What are the program limitations?

- Not for Attitude shoots at this time
- Not for Virtual groups at this time
- Not for events that require PIN protection
- Not for events where CCS is used purely for re-orders on a pre-pay event at this time
- Only for use with our Default Sports Offer (you can customize with your own pricing)
- Images must come in via CCS Uploader
- Order forms and Sequence cards must come in via CCS Uploader to your given “White Glove” event number



NEW CCS program

What does it cost? (for the remainder of 2013)

Pricing part 1 of 3

- \$.40 per card or form
- \$.35 per card or form with email addresses!
You get a discount for collecting emails!

NOTE: The above pricing is regardless of how many images are submitted per name/email. This pricing is dependent on following the instructions laid out in this How-To. Failure to follow the guidelines can incur additional fees.

If you are interested in this service using a custom offer or custom forms, please contact us for pricing.



NEW CCS program

What does it cost? (for the remainder of 2013)

Pricing part 2 of 3

Spreadsheet Upload FREE +
\$.25 per athlete to ID



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What does it cost? (for the remainder of 2013)

Pricing part 3 of 3

Out of sequence work :

If work is submitted with cards or forms out-of-sequence, we will do our best to ID the job.

We cannot guarantee our stated service times for out-of-sequence work. Out of sequence work will be charged the following in addition to the per card/form fee:

- \$5 per team or group that is out of sequence for groups with 15 or less athletes
 - \$10 per group for 16-49 athletes
 - \$20 per group for 50+ athletes



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Cost example

So, an event of 250 kids with an email address for each would cost \$87.50 to enter orders & data or just data.

With a \$35 sales avg., 50% order rate and total sales of \$4375...
This service would cost 2% of sales.

Additionally, we expect that by using email marketing the ongoing sales from this event would be ever higher and thus the White Glove cost as a % of sales would decrease.



View First / Speculation events

- All events will be ID'ed and have email campaigns turned on.
- CCS cannot conduct View First marketing where email addresses have not been collected.
- View First events will be made ACTIVE automatically in this program to increase the likelihood of the best sales. This means that email campaigns will begin as planned once data is entered, images are uploaded and images are ID'ed. This will occur within 24 hours if the event has been pre-scheduled more than 5 business days in advance.
- Online orders will automatically drop into the lab once they are entered and they will be mailed directly to the retail customer.
- CCS is not responsible for alerting customers about individual athlete data that is missing an email address.



Pre-Pay events

- All events will be ID'ed and have email campaigns turned on unless the option to forgo this is selected.
- If Pre-Pay data & order form do NOT include email addresses then manual orders will simply be placed
- Pre-Pay events will be made ACTIVE automatically in this program to increase the likelihood of the best reorder/additional sales. This means that email campaigns will begin as planned once orders & data are entered, images are uploaded and images are ID'ed. This will occur within 24 hours if the event has been pre-scheduled more than 5 business days in advance.
- Orders entered from order forms submitted to the lab will automatically drop into production.
- Orders will be mailed to individuals where that option has been selected and where address information is provided.
- Online orders will automatically drop into the lab once they are entered and will be mailed directly to retail customers.
- CCS is not responsible for alerting lab customers about individual athlete data that is missing an email address.
- We suggest that you provide alternative pre-pay, reorder pricing on the default offer. i.e. higher prices for the reorder phase.



Get Started

- To Get started see the How To document and complete the White Glove Account Request Form