



**FAMOUS**BRANDS  
INTERNATIONAL



tcbv the  
country's  
best  
yogurt®



(800) 348-6311  
[www.navigatorhelp.com](http://www.navigatorhelp.com)

Last revised: February 20, 2014



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## WHAT IS NAVIGATOR?

In order to increase the efficiency of our customer service and franchisee support, Mrs. Fields Famous Brands installed the “Navigator” system. It became active in November 2005 for Customer Service and in January 2006 for Franchisee Support.

Navigator uses browser-based software called ePowerCenter, which allows us to manage and process all customer or franchisee interactions. It enables us to identify consumers and franchisees quickly through a comprehensive search engine. It provides the Navigator Representative with information through pop-up windows, searchable knowledge bases, and embedded links to external information systems.

**Customers** may reach the Navigator Department (known to consumers as Customer Service) either by phone at (800) 348-6311 or through the contact-us page on one of our Web sites – [www.mrsfields.com](http://www.mrsfields.com) or [www.tcby.com](http://www.tcby.com).

**Franchisees** may reach the Navigator Department either by phone at (800) 348-6311 or through our Web site – [www.navigatorhelp.com](http://www.navigatorhelp.com).

The Navigator Department’s hours of operations are 8:00 am to 5:00 pm Mountain Time Monday through Friday. After hours voice-mail is available for franchisees; under normal circumstances we are able to return all calls and answer all e-mails within one business day.

First we will consider how Navigator assists our customers and how it interacts with you, the franchise owner, with regard to customer-service issues. Then we will consider ways in which Navigator provides franchisee support.

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## NAVIGATOR CONTACT INFORMATION



### Mailing Address

Mrs. Fields Famous Brands  
Navigator Department  
1717 S 4800 W  
Salt Lake City, UT 84104-5324

### Phone

(800) 348-6311 Option 2

### Web site

[www.navigatorhelp.com](http://www.navigatorhelp.com)

### E-mail

Please *do not e-mail Navigator* unless it is in response to an existing Case and the Case Number is included in the Subject Line.

### Business Hours

Monday through Friday

8:00 am to 5:00 pm  
Mountain Time



## CUSTOMER SERVICE

We at Mrs. Fields Famous Brands want to make sure that you run a successful store. In achieving this goal, customer feedback – both positive and negative – is crucial. The main types of customer contacts are as follows:

- **Inquiries**  
Navigator assists our customers looking for stores near them, provides store phone numbers, nutritional information, ingredients, and other general information about the company and our products.
- **Complaints**  
Navigator takes customer complaints, notifies the franchise owners of the responsible store via e-mail, tracks the resolution of the issue, and provides reports to the Operations Department on performance for management proposes. For abuse purposes, it also tracks how many times an individual customer calls.
- **Suggestions**  
Navigator receives suggestions about how we might improve our products or service and forwards them to the franchise owner, when applicable, and to the appropriate corporate departments.
- **Praise**  
Navigator takes compliments for products and/or service and notifies the responsible store.

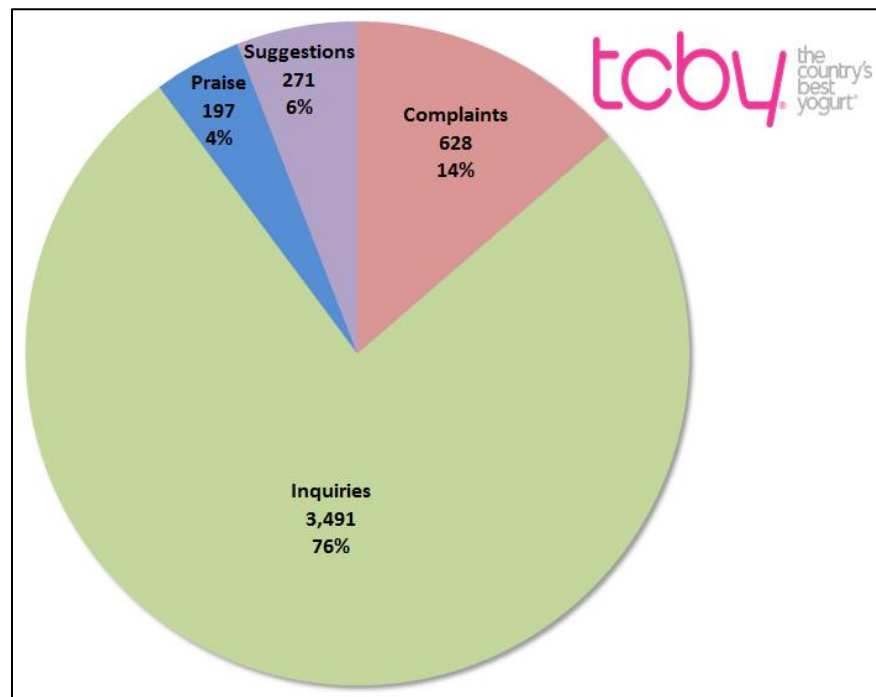
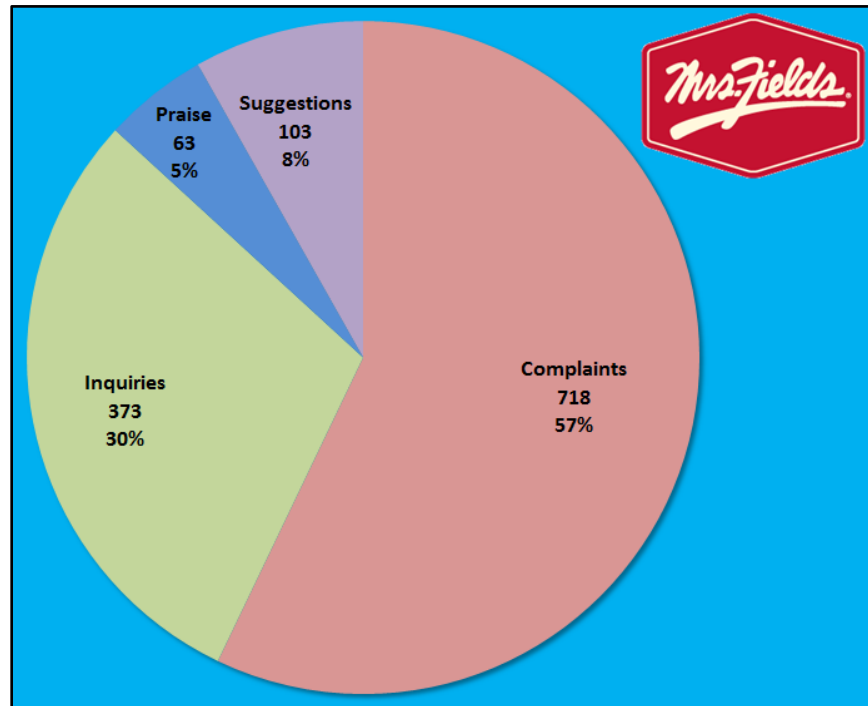
All of the above information is stored in our system that we may compile monthly reports, and these are regularly sent to various departments within the company helping them to know what changes may need to be made and where we may want to focus our attention.

Positive feedback lets you know where your store's strengths lie and can serve as a source of encouragement to you and your staff. We take all compliments for our stores very seriously, and we will be sure to notify you of each one via e-mail. When we receive a compliment from a customer, we also forward a copy to our Marketing Department that they may consider including it in the communications that are sent to our stores.

Often overlooked, however, is the assistance that *negative* feedback can actually provide our stores. It allows you to see the service that your store is providing through your customers' eyes and helps you to recognize where changes may need to be made. Addressing such issues will not only help you retain the complaining customer himself, but it will help prevent other customers from encountering the same problem at your store. Keeping your customers happy and running a successful store go hand-in-hand.



## TYPES OF CUSTOMER CONTACTS 2013





### TOP FIVE CUSTOMER COMPLAINTS 2013

| <b>Mrs. Fields Cookies</b> | <b>TCBY</b>          |
|----------------------------|----------------------|
| Stale/Hard Product         | Unfriendly Service   |
| Unfriendly Service         | Unhelpful Service    |
| Unhelpful Service          | Product Availability |
| Under Baked Product        | Unknowledgeable      |
| Just Didn't Like Taste     | Early Closure        |

---

### TOP FIVE CUSTOMER INQUIRIES 2013

| <b>Mrs. Fields Cookies</b>  | <b>TCBY</b>                 |
|-----------------------------|-----------------------------|
| Store Location/Phone Number | Gift Card Balance           |
| Donation Request            | Job Opening                 |
| General Product Inquiry     | Transfer Gift Card Balance  |
| Gift Card Balance           | Store Location/Phone Number |
| Coupons                     | Donation Request            |

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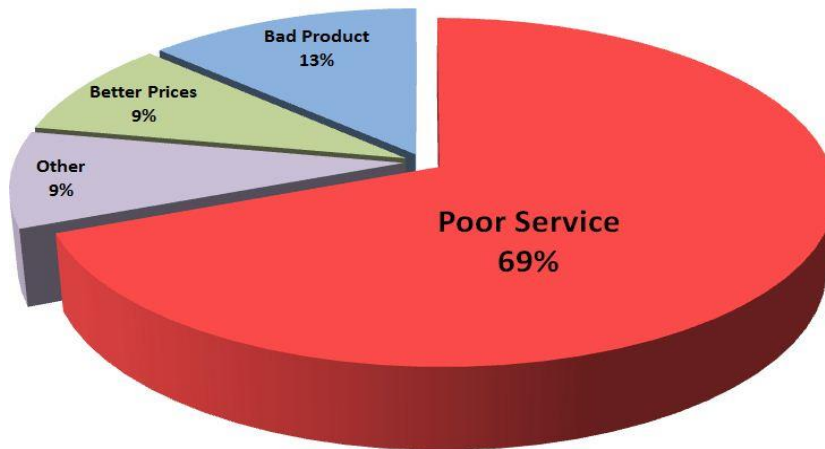
### TOP FIVE CUSTOMER SUGGESTIONS 2013

| <b>Mrs. Fields Cookies</b>                  | <b>TCBY</b>                               |
|---|---|
| Use Egg Replacements                        | Carry Silk Chocolate Almond Frozen Yogurt |
| Bring Back Butter Toffee Cookies            | Create More Flavors                       |
| Bring Back Chewy Fudge Cookies              | Bring Back Vanilla Chocolate Chip HSY     |
| Bring Back Milk Chocolate Macadamia Cookies | Remove Corn Ingredients                   |
| Create Gluten-Free Cookies                  | Remove Carrageenan                        |



## SERVICE-RELATED ISSUES

Our customers give us their hard-earned money and receive great product. Along with this though, they expect great service. Statistics show that the main reason for a customer's deciding not to return to a company is poor customer service.



Not Acknowledging Customer – Charging for a Cup of Water  
Closing Store Early – Rejecting Coupons – Skipping Customers in Line – Sloppy Decorating of a Cake – Not Providing a Receipt – Not Providing a Refund – Not Replacing Product – Not Being Able to Decorate a Cake – Eating Behind the Counter – Not Being Able to Speak English – Rejecting a Gift Card or Gift Certificate – Not Washing Hands – Using Inappropriate Speech – Giving Incorrect Change – Opening the Store Late – Not Apologizing to Customer After a Bad Experience – Not Having an Order Ready on Time – Over Charging – Not Answering the Phone – Racial Prejudice – Not Having Core Products Available – Using Profanity – Not Maintaining Restrooms – Not Giving Samples – Smoking Near Store – Spelling Words on Decoration Incorrectly – Not Honoring Posted Promotion – Leaving Store Unattended – Charging a Fee on Credit Card Purchases – Requiring a Minimum Purchase for Credit Card Use – Not Being Knowledgeable About the Product



## POINTS TO KEEP IN MIND

- ✓ When customers receive poor service, they tell up to 20 people.
- ✓ When customers receive good service, they tell up to 12 people.
- ✓ There is an 82 percent chance that customers will repurchase from a company if their concerns are handled promptly and pleasantly.
- ✓ There is evidence that handling a customer's problem effectively can actually make for a more loyal customer. They often are happier with the company than if they had not had trouble in the first place.
- ✓ Only 4 percent of unsatisfied customers complain. Of those that do not complain, only 10 percent will return.
- ✓ It costs from five to thirty times more money to acquire a new customer than to keep an existing one.
- ✓ It has been proven that companies that concentrate on satisfying their customers rather than on cost savings reach profitability sooner.





## HOW NAVIGATOR WORKS FOR CUSTOMER SERVICE

When customers are dissatisfied with the product or service they receive at a store, they can talk to the store manager to get it resolved,\* they can call our Navigator line at (800) 348-6311, or they can contact Navigator through [www.mrsfields.com](http://www.mrsfields.com) or [www.tcby.com](http://www.tcby.com).

When the complaint comes in, we take down the contact information for the customer, we listen to or read his/her complaint, and we enter it into our system. Navigator then sends an e-mail notification to the franchise owners of the responsible store, to the respective ROM (Regional Operations Manager), to the respective Director of Operations and Development, and to the Senior Vice President of Store Operations.

Be sure to contact each customer right away and reply to Navigator with your resolution within five business days. When we receive your resolution, the complaint will be removed from being logged on your store record; however, if the complaint is left unresolved, it will remain logged against your store record. **Having customer complaints logged on your store may prevent you from expanding your store, opening new stores, renewing your franchise agreement, and adding another concept to your store. It also could result in your receiving a letter of default.**

### **A complaint is considered resolved if:**

1. When possible, the franchise owner or store manager has contacted the customer *after* the customer's having reported the issue to Navigator. Customers may be contacted by phone, by e-mail, or by regular mail, whichever means of contact the customer has provided.
2. The franchise owner has appropriately addressed the situation at the store level.

### **A complaint is considered unresolved, and the store is marked noncompliant if:**

1. The franchise owner or store manager did not contact the customer after the customer's having reported the issue to Navigator.
2. The franchise owner did not address the situation at the store level.

Ideally, you will want to reply within the allotted timeframe, as this will prevent your store from automatically being noted as noncompliant. Occasionally, you might not be able to respond on time, but you will still want to respond. The status of the case will be marked as late, but the noncompliant status will be removed.

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\* Some franchise owners have their office phone number posted at their stores inviting customers to contact them directly if they encounter a problem. This is fine as long as the Navigator number is also posted along side it.



## SAMPLE NAVIGATOR E-MAIL NOTIFICATION

**From:** nav\_custsrv@mrsfields.com  
**Sent:** Wednesday, January 22, 2014 2:30 PM  
**To:** jurgensch@hotmail.com; brubble@mrsfields.com; fflintstone@mrsfields.com;  
sslate@mrsfields.com; rschicker@mrsfields.com;  
**Subject:** Case #682422 - Store 555 - Please Respond

Each case is assigned a Case Number, which will be noted in the Subject Line.

Do not change the Subject Line when you reply.

The following is a customer complaint regarding your Erfunden Mall store received by the Navigator Department. Please make sure that either the franchise owner or the store manager contacts the customer as soon as possible and that the situation is addressed appropriately at the store level.

Be sure to reply to this e-mail within five business days letting us know (1) if the customer was contacted and by whom and (2) how the issue was resolved.

It would be appreciated if you would respond to us via e-mail rather than by phone.

If you happen contact the customer via e-mail, please be sure to remove the portion of the notification that you receive from Navigator. It is not necessary for the customer to see the various processes we use and, occasionally, we may include sensitive information in our notes that is meant solely for the eyes of the franchise owner/corporate store management and the ROM .

*(Please do not change the Subject Line when you reply, as this may prevent us from receiving your message.)*

Thank you in advance for your assistance.

Robert Schicker  
Navigator Department



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### Customer Information\*

**Company:**  
**Name:** Ms. Clientfaux NomComposé  
**Address:** 55 Via Falsa Ave  
**City:** Inventato  
**State:** Pennsylvania  
**Zip:** 15000  
**Country:** USA  
**E-mail:** cnomcompose@courrierchaud.com

All the contact information that the customer provided is noted in the Customer Information section.

If the customer asked to remain anonymous to the franchise owners, it will be noted here.



**Home:** 717-555-4321

**Cell:** 717-555-9988

\* Unless otherwise indicated in the text below, the contact information noted above is all that the customer provided.

---

#### **Case Information - Case #682422**

**Concept:** Mrs. Fields Cookies

**Store:** 555 - Erfunden Mall

**Address:** 123 Sesam Strasse; Fälschungberg, PA

**Phone:** 717-555-1234

**Franchisee:** Jürgen Schmidt

**SOM:** Fred Flintstone

**ROM:** Barney Rubble

The Case Information section will note the Store, the Notification Date, and the Issues at hand.

**Franchise Store Notified:** January 22, 2014 2:30 pm MDT

**Franchise Store Resolved:**

**Origin:** Web Site

**Navigator Rep:** Robert Schicker

**Special Case Status:** Pending Reply From Franchise Store

**Case Logged on Store Record:** Pending Reply From Store

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#### **Main Issue(s)**

**Issue #1** Stale: Product Taste

**Issue #2** Unfriendly: Service Complaint

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#### **Issue Details**

##### **Issue #1**

**Reason:** Stale: Product Taste

**Date of Visit:** January 16, 2014

**Time of Visit:** 3:45 pm MST

**Employee:**

**Product:** Milk Chocolate Chip Cookie

**Size:** Regular

**Quantity:** 6

The Issue Details will contain the date and time of the customer's visit(s) and the name of the employee(s) in question (if available.)

##### **TCBY Only**

**Yogurt Flavor 1:**

**Yogurt Flavor 2:**

**Topping 1:**

**Topping 2:**

**Box Code:**

##### **Issue #2**

**Reason:** Unfriendly: Service Complaint

**Date of Visit:** January 16, 2014

**Time of Visit:** 3:45 pm MST



**Employee:** Arlen

**Product:**

**Size:**

**Quantity:**

**TCBY Only**

**Yogurt Flavor 1:**

**Yogurt Flavor 2:**

**Topping 1:**

**Topping 2:**

**Box Code:**

---

**Text #1—E-mail Comments**

Received: 01/22/2014 10:44:32 AM

Comments: I went to your Fälschungberg store earlier today, and I bought a few cookies. The employee - I think his name was Arlen - rolled his eyes at me when I asked him when the cookies were baked. When I got home I tried the cookies, and they were really hard.

**Text #2—Customer E-Mail**

From: cnomcompose@courrierchaud.com

Received: 01/22/2014 11:12:11

To: Navigator Customer Service

Subject: Re: Case #682422 – Mrs. Fields Cookies Response

Thank you for your quick reply to my complaint. I didn't expect to get a response. I will look forward to hearing from the franchise owner.

Cli

The Texts section will contain the customer's original e-mail message and/or the notes taken by the Customer Service Representative.

Any e-mail responses we receive, whether they are from the franchise owner, the ROM, or the customer will automatically be added as a new Text in the Case.



## TAKING CARE OF CUSTOMER COMPLAINTS

- **Contact and Take Care of Each Customer**

We strongly recommend that you contact each complainant to apologize for the problem personally, if at all possible, and to invite him or her back to your store. We have seen that many customers are very impressed when, in addition to being able to discuss the situation with or having received a response from Customer Service, they receive a call or e-mail from our franchise owners. It shows them that their concerns have been heard and gives them confidence that any problems they have encountered are actually being taken care of.

We also suggest that, when contacting customers, you arrange to compensate them for the problem they encountered and thank them for taking the time to let us know about the situation. You might do this by sending a coupon, gift certificate, or arranging for them to receive an in-store credit. Please be sure to note this in your reply to us for our records.

***Exception:** Occasionally, a customer may request that his/her contact information not be forwarded to the franchise owner. If this is the case, it will be clearly indicated in the notification you receive. In such situations, logically, you are not required to contact the customer; simply reply to Navigator explaining how the issue was addressed at the store level for our records.*

- **Reply to Navigator**

- **DO NOT CHANGE THE SUBJECT LINE.** This will help to ensure that your resolution is linked to the correct Case.
- **DO NOT SEND AN E-MAIL TO THE NAVIGATOR E-MAIL ADDRESS WHEN IT IS NOT A RESPONSE TO A SPECIFIC CASE.** The address is to be used only for responses to existing customer Cases. If you have a question or comments that you would like to share, please write us through our Web site at [www.navigatorhelp.com](http://www.navigatorhelp.com). (You may want to bookmark our site for future use.)
- **DO RESPOND.** When we don't receive a response from a franchise owner within the allotted timeframe, the Case is automatically marked as "Noncompliant." Having "Noncompliant" Cases on your record may prevent you from being able to add on to your store or from expanding your business.

- **Be Specific, Detailed, and Accurate in Your Response**

- **SPECIFIC AND DETAILED** Please be sure to enter fairly detailed explanations in your response. For example, avoid writing things like, "Handled at store" or "Taken care of." Provide a few details.
- **ACCURATE** Provide accurate information in your response. For example, do not indicate that you *have* contacted a customer, if you *haven't* actually been able to contact a customer. We usually send customers a follow-up e-mail or letter in which we will mention that the franchise owner or store manager has contacted them personally. If this or if any other information based on your response is shared with a customer and is not accurate, it makes both your store and the company look bad.



## SAMPLE E-MAIL RESPONSE—FROM FRANCHISEE TO CUSTOMER

The following is an example of an e-mail response that could be sent to the customer based on the sample Navigator notification above.

If you contact a customer via e-mail, please be sure to remove the portion of the notification that you receive from Navigator. It is not necessary for the customer to see the various processes we use and, occasionally, we may include sensitive information in our notes that is meant solely for the eyes of the franchise owner and the ROM.

You are welcome to copy Navigator on your e-mail to a customer, but be sure to **include the Case Number in the exact same format in the Subject Line**, so that your reply attaches to the correct Case. (For example: **Case #682422**) If you copy Navigator on your e-mail, that will be considered your resolution; there is no need to send an additional response.

**From:** erfundenmfc@msn.com  
**Sent:** Monday, January 20, 2014 4:22 PM  
**To:** cnomcompose@courrierchaud.com  
**Cc:** Navigator Customer Service  
**Subject:** Case #682422 - Erfunden Mall Response

Dear Ms. NomComposé,

Thank you very much for letting us know about your recent visit to our Mrs. Fields Cookies store at the Erfunden Mall. Please accept my sincere apologies for the problems that you encountered there.

I wanted to let you know that I have held a meeting with my entire staff and that I have gone over our product-handling procedures to ensure that nothing but the freshest cookies are given to our customers. I have also addressed the importance of providing excellent service to each of our guests with the employee that served you. We understand that ours is a luxury item, so we strive to provide the highest level of quality products and service.

Please be assured that we value all of our customers, and we hope that we will have the chance to serve you again in the future. Please print this e-mail and present it the next time you are at the Erfunden Mall so that you may enjoy some of our fresh-baked cookies with or compliments.

### 12 FREE REGULAR-SIZED COOKIES

This certificate is valid at Mrs. Fields Cookies - Erfunden Mall.

No purchase required.

Case #682422 - Store 555

Thank you for taking the time to contact us and share your concerns. If I can be of service to you in the future, please feel free to contact me.

Sincerely,

Jürgen Falschname  
Owner  
Mrs. Fields Cookies - Erfunden Mall



## GIFT CERTIFICATES

As of January 2009, we discontinued sending coupons to customers from the Navigator Department. We now primarily use gift cards, but occasionally we will send gift certificates instead – particularly if the customer will likely be returning to a store that is not able to process the gift cards.



### Please Note

Gift Certificates should be treated just like cash.

Cash back must be given when a customer's purchase is less than the Gift Certificate amount.

Deposit them in your bank account just like you would do with a personal check.

Should you wish to order Gift Certificates, please call (720) 599-3350 x3008 or you may fax your order using one of the brand-specific Gift Certificate Order Forms that are available in the Downloads section at [www.navigatorhelp.com](http://www.navigatorhelp.com).





You may receive old gift certificates. Since they have no expiration date, though, you are still required to accept them from customers.

## ACCEPT THESE GIFT CERTIFICATES, BUT DO NOT DEPOSIT THEM IN YOUR BANK.

The account has been closed. Instead, you may redeem them through our Banking Department directly. You may obtain a copy of the Gift Certificate Redemption Form from the Downloads section at [www.navigatorhelp.com](http://www.navigatorhelp.com).







## COUPONS

There are customers who may have kept the old coupons and who have not used them yet. Most of the old customer service coupons do not have an expiration date, so you will still be required to accept them. It should be rare, though, that any customers bring them to you at this point. Nonetheless...

- Please keep in mind that not all such customer-service coupons that your customers present are necessarily due to a complaint on your store. It may have been sent due to a complaint about another store. Coupons were also sent to some who contacted us with compliments for our service or our products.
- If you have a customer come to you with one of these coupons, use it as your opportunity to win that customer's business.
- Please do not ask such a customer things like, "Where did you get this coupon?" or "Why did you complain about my store?" If the customer did receive the coupon because he complained about your store, asking him such a question would needlessly embarrass him, and you will most likely not win back that customer's business. Put yourself in the customer's shoes. How would you like to be treated if you had received a coupon inviting you to try a company again? Do your best to provide excellent product and service.
- Occasionally, the C.E.O. of the company will give out coupons to invite individuals to our stores. How terrible it would be if such coupons were refused or if the recipient were given the "third degree."
- **All stores** – franchises, licensees, and corporate-owned stores – must accept **all** coupons that had been issued from the Navigator Department or by the C.E.O of the company.



## COUPON REIMBURSEMENT

- Corporate stores receive no reimbursement for the coupons.
- Mrs. Fields franchise stores and TCBY stores that are drafted based on their sales can send the coupons, with their store number written on the backs, to our Accounts Receivable Department at the Franchisee Support Center; the reimbursement will be credited to their bank account.\*
- Reimbursement Values
  - MFC – \$0.50 per eight Nibblers; \$0.50 per regular cookie; \$0.75 per brownie; \$10.00 per cookie cake
  - TCBY – \$5.00 per cake; \$1.00 per all other menu items each
- If you ever feel that a coupon was tampered with, you may call us with the serial number, and we will let you know if it is valid.
- If you are ever interested in finding out exactly why the customer received a coupon, please feel free to contact Navigator, and we can look up the information based on the coupon's serial number. However, it is best to do this *after* you have accepted it.
- Keep in mind that you will never receive a customer-service coupon for unusually large amounts of product. In such cases, the amount would have been broken down into smaller portions.
  - Mrs. Fields coupons were not created for amounts more than 12 cookies or 12 brownies each.
  - TCBY coupons were created for one or two items only.
- You may also receive other coupons from various Web sites, entertainment books, newspapers, etc. No reimbursement is provided for these.
- We strongly suggest that all stores redeem expired and competitors' coupons, but no reimbursement is provided for these.

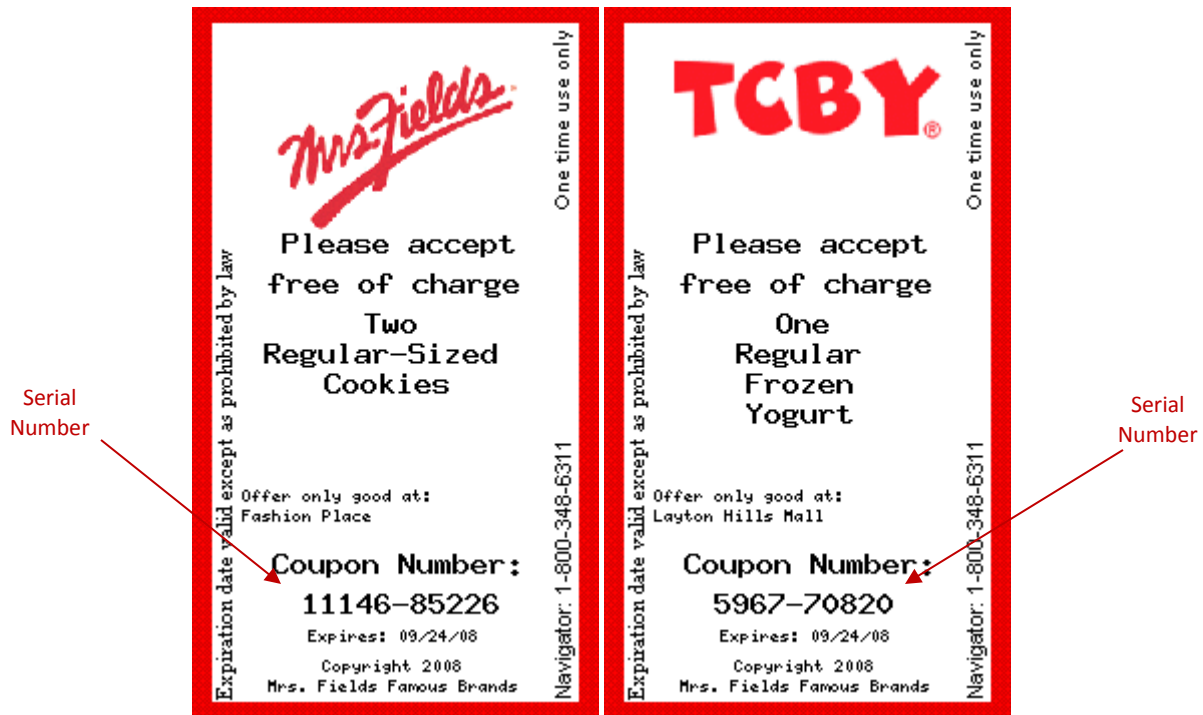
**We strongly recommend that you accept ALL coupons!  
The only thing you have to lose by not accepting coupons is  
your CUSTOMERS!**

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\* TCBY stores that are not drafted based on their sales should contact the Accounts Payable Department for information on how to be reimbursed for the coupons.



## CUSTOMER-SERVICE ONLINE COUPONS – SAMPLE PICTURES



Note: The online coupons  
might not be in color,  
since customers will have  
printed them themselves.



## CUSTOMER-SERVICE PRE-PRINTED COUPONS – SAMPLE PICTURES



These particular coupons are about the size of a business card and are of similar paper stock.

Most of the time, the amount of product was pre-printed, as in the above examples. However, we also had used blank coupons which could be stamped with the correct amount of product. See examples of the older coupons on the following page.

Each coupon has a separate serial number, which is logged in our system.



## CUSTOMER-SERVICE STAMPED COUPONS – SAMPLE PICTURES



You also might receive one of our older coupons, some of which are pictured above.

These have the signature of one of our former C.E.O.s – Larry Hodges or Steve Russo – or of Debbi Fields.

The coupons are about the same size as a business card and are made of similar paper stock.

None of these coupons have an expiration date.

Stores still receive reimbursement when they accept these coupons.



## WHY ACCEPT COUPONS?

If you are currently a Franchise Owner, you might wonder why you would want to accept local, Web site, entertainment book, or competitors' coupons. To put it plainly, it is part of providing *good customer service*. You can gain or lose customers by your decision in this matter, and this impacts your success as a business.

- Coupons increase the repurchase rate of occasional customers
- Coupons help track consumer response (Sometimes it is difficult to know where your customers come from, and a coupon gives you a direct way to measure results.)
- Over 80% of all households use coupons

*Did you know that the most popular section of the Sunday newspaper isn't the news? People look for the coupons! Americans cannot resist a savings message. Coupons get customers to try things they might never otherwise consider.*

### What happens when you don't accept a company or competitors' coupon?

- Consumers view it as bad customer service
- You may lose a customer for life
- Consumers tell everyone they know about a bad experience

**When you don't accept a coupon, in effect, you are telling the customer:  
"WE DON'T WANT YOUR BUSINESS!"**

### Please read the following actual comments from some disappointed customers:

**TCBY** – "Several months ago I went to your store located at [address deleted] with a coupon printed from this Web site. They refused to honor this coupon and suggested that it may not be legitimate, as they had received some counterfeit coupons in the past. The person at the counter was rude in her manner during our conversation.

"I sent an e-mail to this site and, in reply, received a letter and a coupon in the mail for one regular cup of frozen yogurt.

"I did not intend to return to the previous store but decided to visit your other [city name deleted] location yesterday. ... I presented the coupon that was sent from your headquarters and asked if it would be honored. The person at the counter frowned and said, 'No.' ...

"DO NOT SEND ME A COUPON. I will not enter another TCBY store. There's plenty enough rudeness out there without my having to actively seek it out.

"Oh, and I didn't have to do without my frozen treat yesterday. Baskin Robins was right across the street."



**TCBY** – “I am furious at the treatment I just received at this TCBY... I found this TCBY through your Web site and then printed the coupon available from the site (\$0.99 small waffle cone with \$1.50 purchase). After ordering a regular sized yogurt cup, I showed the girl my coupon and ordered the small waffle cone from the coupon. When I tried to pay, they refused to honor the coupon. The ladies even called their manager... who was the one who ultimately decided to refuse the coupon. I am irate at the absolute lack of customer service, particularly since it was a coupon I got from your Web site. ... The few dollars that location saved by not honoring my coupon was certainly not worth losing me as a lifetime customer. I hope TCBY does the right thing by providing me the service this location refused me.”

**Mrs. Fields** – “I recently received some coupons for your company, so I went to use them at your [mall name deleted] location. ... A man came out from the back. Once he saw we had coupons, he told us he does not take coupons. Granted, they do say ‘valid at participating locations,’ but it is still very bad customer service to not accept coupons from your company, especially when the employee doing so looks down at me, the customer. I just thought I would let you know that I will NEVER return to that location due to the bad service I received. Whether or not I return to any of your stores is to be seen.”

**The following are notes taken from a customer who called our Customer Service Department:**

**TCBY** – The customer printed a coupon from the TCBY Web site. The employee at the store refused to accept it. The customer asked to speak with the manager, but he was not there at the time. The employee phoned the manager, but he refused to speak with the customer and just told the employee to have her call corporate.

The customer left and went to another TCBY down the road. The manager there was very nice and said he would be happy to take the coupon (even though his store’s address was not printed on it). The customer said that, in the future, she would drive the extra mile to go to this TCBY instead.



## FRANCHISEE SUPPORT

Navigator provides a fast, central source for answers to questions and concerns, thereby eliminating the time a franchisee might otherwise spend searching for answers by calling around to different individuals at the Franchisee Support Center. It also frees up the time corporate staff might spend answering routine calls.

Navigator regularly assists franchisees with the following:

- Reporting product-quality issues (See the section called "[Reporting Substandard Product](#)" on page 27.)
- Usernames and passwords ([Mrs. Fields Intranet](#) (formerly known as MFFBLink), [MFCLink](#), [TCBYZLink](#))
- Nutritional information and ingredients
- Training questions (S&Ps, requests for Operations Manuals, etc.)
- Phone numbers for corporate staff, stores, or other franchisees
- Franchising questions
- Distributor or vendor issues
- POP (point of purchase) inquiries
- Customer Service Reports

If you have a question or concern, be sure to contact Navigator first either by phone at (800) 348-6311 or through our Web site at [www.navigatorhelp.com](http://www.navigatorhelp.com).

If we don't have an answer to your question, we will track it down for you or get you in touch with the appropriate individual, who can help you.

Contacting Navigator first assists us in growing our knowledgebase of information. When you ask a question for which we do not have an answer, we track down the answer for you and add it to our knowledgebase for our future reference. It also enables us to track the status of each Case as well as any communications between the franchisee, the Navigator Department, and other corporate staff involved.

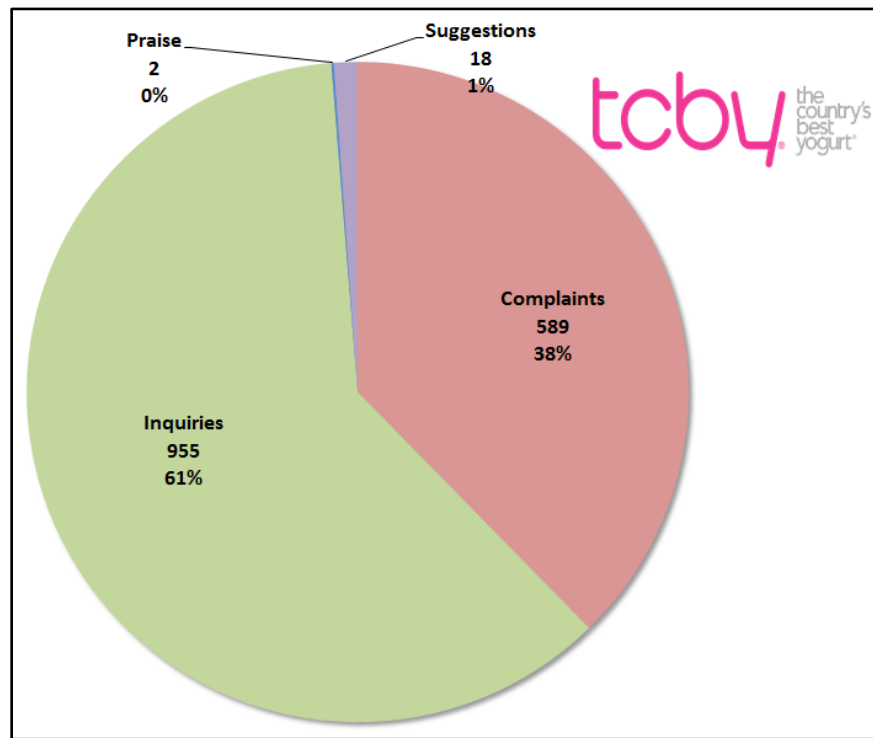
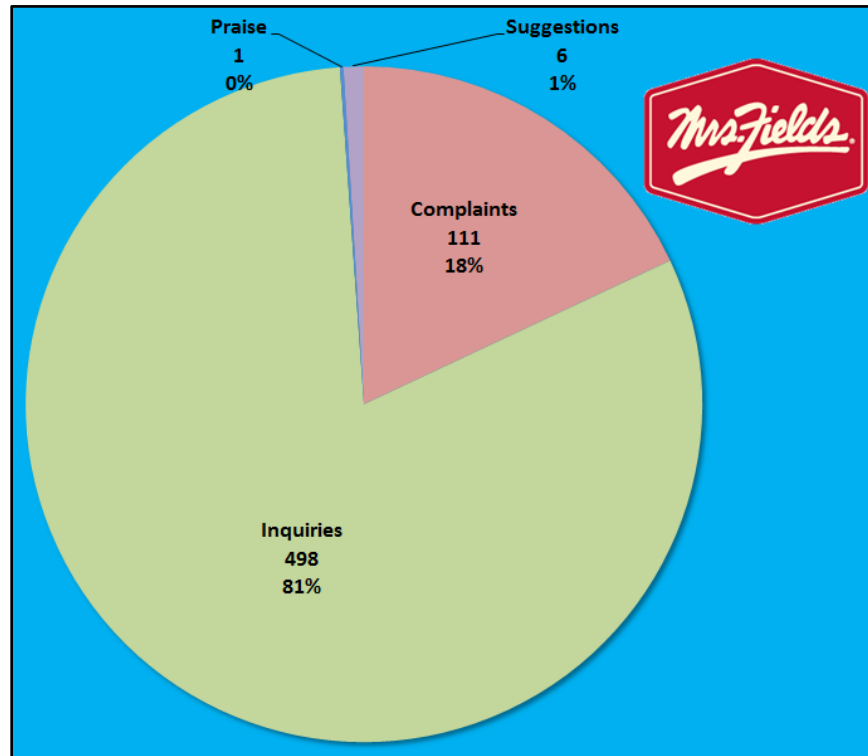
When your call is answered, you will first be asked to provide your store number and name. This allows the agent to open a case for you, just like they do for customers.

If you call and it is necessary for you to leave a voice-mail, in addition to leaving your store number, phone number, and name, please be sure to leave the details about your call. For example, if you have a question, please state exactly what your question is when you leave the message. This way, if the Navigator Department needs to track down an answer for you, they can have it ready when calling you back, thus saving both you and the Navigator Department valuable time.





## TYPES OF FRANCHISEE CONTACTS 2013





### TOP FIVE FRANCHISEE COMPLAINTS 2013

| <b>Mrs. Fields Cookies</b> | <b>TCBY</b>                |
|----------------------------|----------------------------|
| General Product Appearance | Damaged Jugs               |
| Damaged Items              | General Product Appearance |
| Foreign Material           | Damaged Items              |
| Product Availability       | General Taste Issue        |
| Issue with Weight/Count    | Thick Texture              |

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### TOP FIVE FRANCHISEE INQUIRES 2013

| <b>Mrs. Fields Cookies</b>            | <b>TCBY</b>                             |
|---------------------------------------|---|
| Username/Password for MFCLink         | General Gift Card/Reward Card Inquiry   |
| Ordering Through Gifting Connect      | Username/Password for ZLink             |
| Ordering Smallwares                   | POP Inquiry                             |
| Username/Password for Gifting Connect | Transfer Gift Card Balance              |
| S&P Information                       | Contact Information For Corporate Staff |



## REPORTING SUBSTANDARD PRODUCT

1. Go to the Navigator Web site – [www.navigatorhelp.com](http://www.navigatorhelp.com).
2. Click on “Report Quality Issue.”
3. On your computer, fill out the required information on the online form.
4. For issues that can be observed visually, a digital photo of the product will be required. This will greatly assist our Quality Assurance Department (QA) in addressing the situation with the distributor or the manufacturer. Using the “Photo Upload” field, you may add up to five photos to the Case.
5. In the field marked “Problem,” enter a detailed description of the specific issue. If you note any discrepancies or errors in the other fields, please be sure to make a note of it here.
6. Click “Submit Quality Issue.”
7. Under normal circumstances, within one business day you will receive an e-mail acknowledgment that the quality issue has been received and submitted to QA. You may wish to save the e-mail for your records until you receive a credit and/or a resolution. As pertinent details regarding credits or resolutions are received from QA, you will be notified via e-mail.

### **PLEASE NOTE**

- Hold onto the substandard product you reported until you receive the final notification that you have received a credit or will receive a credit.
- In order to process all Quality Issues, we will need the following information:
  - Product name
  - Invoice Number
  - Invoice Date
  - Quantity of cases affected
  - A digital photo of the product (if the issue can be observed visually)

From the product label we will need the following\*:

#### **Mrs. Fields Cookies**

Item Number  
Manufacture Date  
Expiration Date  
Batch

#### **TCBY**

Item Number  
Expiration Date  
Manufacture Code  
Formula Revision Number<sup>1</sup>  
Case Number<sup>1,2</sup>  
Fill Time<sup>1</sup>  
Can Code<sup>2</sup>  
Box Code<sup>3</sup>

<sup>1</sup> Soft-Serve Frozen Yogurt

<sup>2</sup> Hand-Scooped Frozen Yogurt

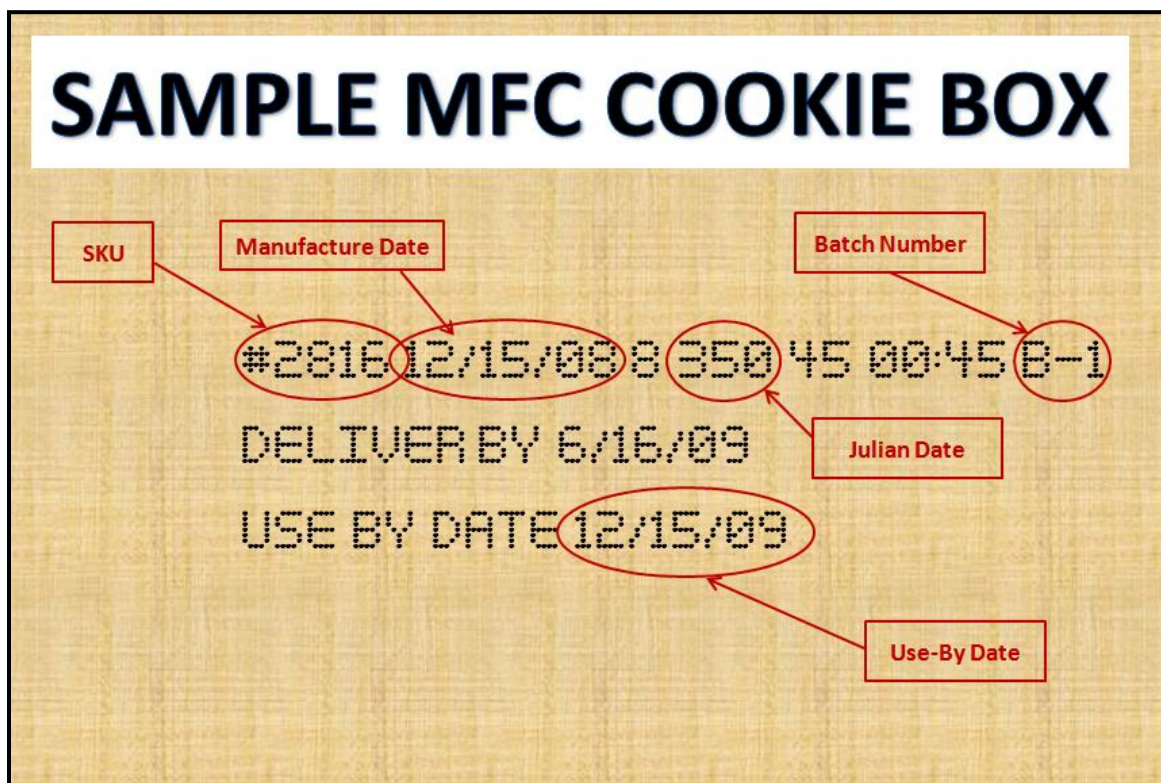
<sup>3</sup> Cakes and Pies

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\* See the [following pages](#) for pictures of sample labels showing where these details are located.



## SAMPLE MRS. FIELDS COOKIES LABEL



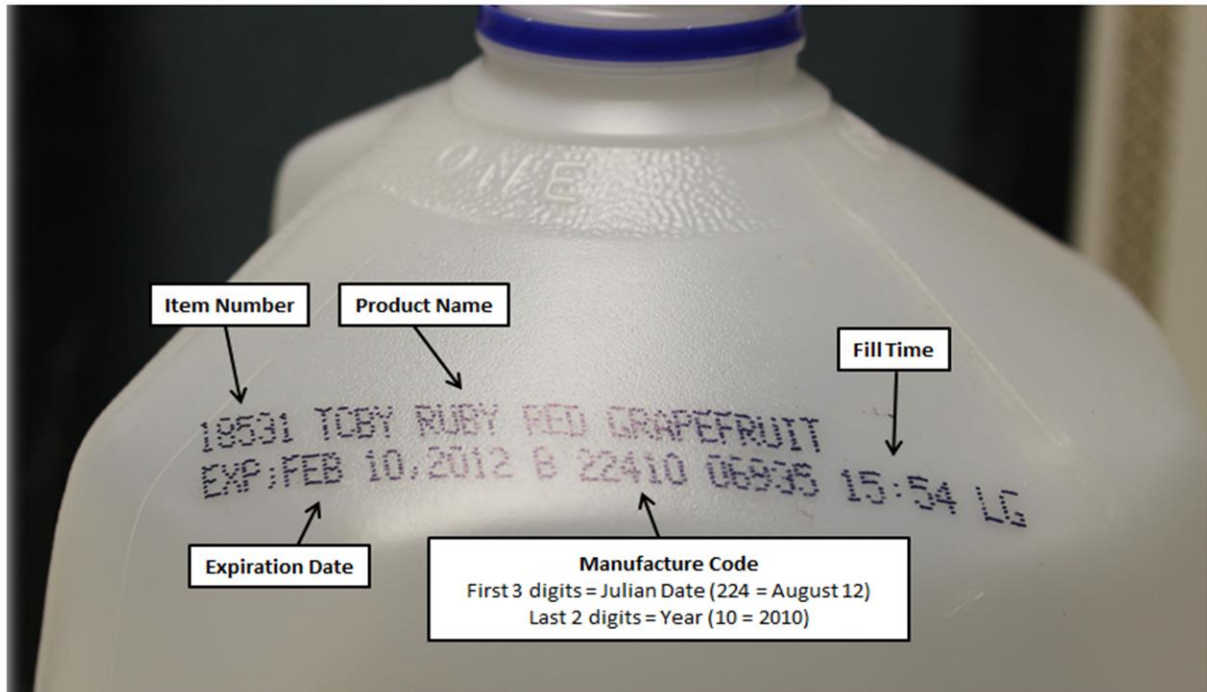


## SAMPLE TCBY HAND SCOOPED YOGURT LABEL





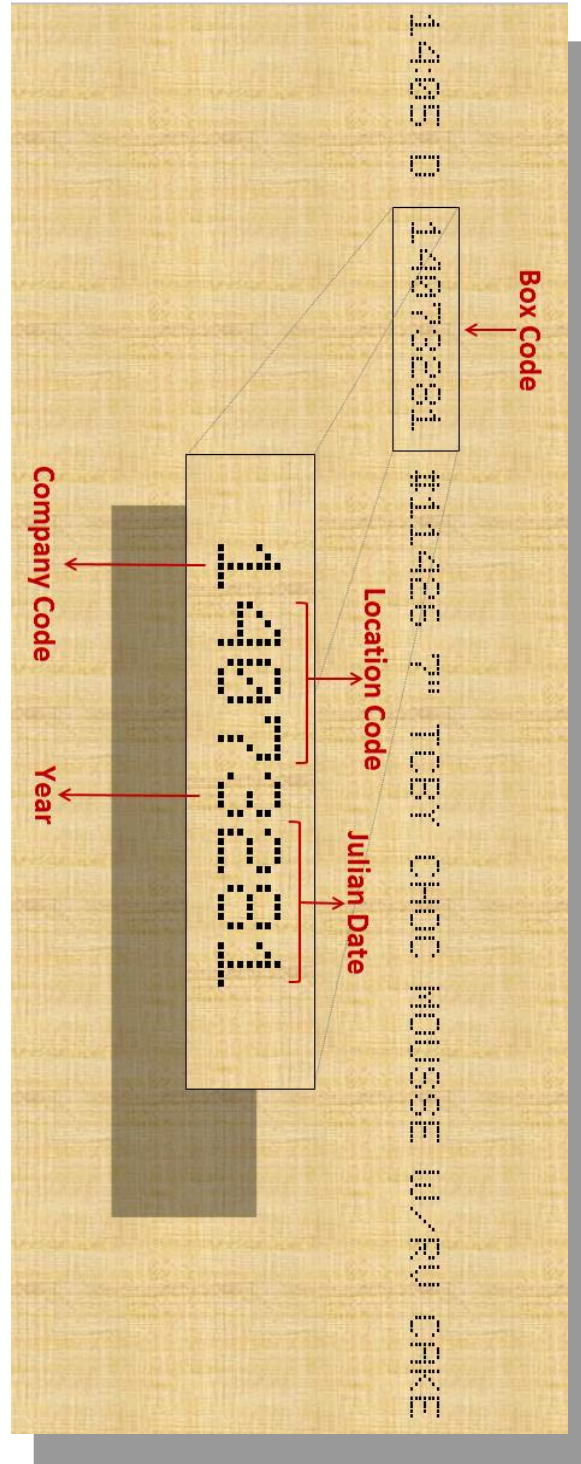
## SAMPLE TCBY SOFT-SERVE FROZEN YOGURT LABELS







## SAMPLE BOX CODE FROM TCBY CAKES AND PIES





## FREQUENTLY ASKED QUESTIONS

- **Who can use Navigator?**

Navigator can be used by customers, franchisees, store managers and employees, and corporate staff. Call (800) 348-6311 and press “1” for Customer Service or “2” for Franchisee Support. Both selections come to the same individuals; preference is not given to either over the other, but the calls are answered base on the availability of the Navigator representatives at the time. Pressing the correct number will simply let us know who we will be helping and will thus allow us to assist you more quickly.

Or you may contact us online through our Web site at [www.navigatorhelp.com](http://www.navigatorhelp.com).

- **Who is responsible for correcting problems for our customers?**

You are ultimately responsible for correcting any problems that your customers have brought to our attention. Navigator will facilitate the process by letting you know of complaints, tracking the customers, and giving you reminders as part of our system, but each store should respond to their specific complaints and work to win back their customers.

- **How will I know if I have a complaint against my store?**

The Navigator system will automatically send a notification to you – provided we have your e-mail address – and to your ROM when we receive a complaint about your store. You have a set period to investigate and respond to the complaint by either correcting the problem (give coupons, discuss with the customer, etc.) or determining that the complaint is invalid. In *all* cases, you must respond directly to the e-mail from Navigator with your resolution for the case to be closed and not held against your store as a noncompliance issue. Noncompliance issues count against your status as a franchisee and are reported to corporate management on a monthly basis.

- **Why didn't the customer contact us first to tell us about the problem?**

The customer may not choose to contact the store initially for the sake of convenience. For example, if a customer leaves with a product and, upon arriving home, finds it to be unsatisfactory, he/she may not want to travel back to the store or even to look up the store's phone number. It is much easier for them simply to call the number that is already included on the packaging. People have also chosen to contact us through the Internet, which is more convenient for many today and, again, they do not have to confront anyone personally. Either way, we are glad to receive such feedback, as it will assist us and you as a store operator to address any potential causes for loss of business.

- **How do you make sure that you are not sending coupons or gift certificates to people with bogus complaints, to repeat callers, or to those who are simply looking for free product?**

Unfortunately, there are some unscrupulous individuals that will try to take advantage of companies, and there is no foolproof way to ensure that each customer's complaint is legitimate. However, we do make every effort to do so. The software we use allows us to track how frequently an individual calls, manage how many coupons they have been sent, and deal with repeat contacts who abuse our system.

- **How do you decide how many gift certificates to send to customers?**





Particularly when it comes to product-quality problems, we generally will send gift certificates to replace the specific amount of product that was unsatisfactory. Depending on the situation, we may choose to increase the amount slightly to make up for the inconvenience that the customer had.

For service issues, much would depend on the severity of the incident. For example, if it is a problem where the employee wasn't very friendly with the customer, we might send one or two five-dollar gift certificates. If the employee was extremely unfriendly or rude to the customer, we might send a three or more certificates.

If the situation seems unusual or the customer claims to have purchased a very large amount of product, we may wait for your reply before sending the customer any gift certificates.

- **Who decides the reimbursement values for the coupons?**  
The Marketing Department makes the final decision as to the amount of reimbursement for the coupons. The reimbursement amounts are based on the food cost for each menu item.
- **Am I reimbursed for accepting competitors' coupons?**  
No. At this time, it has been decided not to reimburse for competitors' coupons. However, the Franchisee Support Center always encourages all stores to do so as it is a rule of good customer service. It gives your store a chance to win the business of someone, who may very well go elsewhere. *(It is corporate policy, however, for any company-owned stores to honor all competitors' coupons.)*
- **Do I have to accept the coupons that customers print from the Internet?**  
Our company-owned stores are required to honor such coupons. However, at our franchise stores, the decision ultimately belongs to the owner as they are not reimbursed for them. This is usually indicated on the coupons themselves with words to the effect of "valid only at participating locations." Here again, though, we recommend strongly that you accept all such coupons. With coupons where a customer would receive money off his order or a free item with the purchase of another of equal or greater value, you are still making money off that purchase. Plus, if the customer receives great product and service, he will most likely bring you more business in the future.
- **I am a franchise owner; since I don't have to take all coupons, why should I?**  
To put it plainly, it is good customer service to do so, and you may lose out on much potential business as a result of not accepting coupons. The Navigator Department takes many complaints from customers over this issue. (See the "[Why Accept Coupons](#)" section in this packet.) In addition, it is company policy, which you are bound to follow as part of your franchisee agreement.
- **How can I find out my store's on-going customer concerns?**  
You may ask to receive an e-mail report of your store's performance – monthly if you desire. If you wish to receive e-mail reports of customer comments for your store, please contact the Navigator Department with your request. Reports will only be available via e-mail at this time.
- **If I feel that a customer may be calling to complain about my store, how can I tell my side of the story if it's not our fault?**  
In such cases, you may want to contact your Regional Operations Manager to let him/her know of the possible complaint before it happens. However, Navigator provides you an opportunity to



respond to each complaint through the e-mail notification you will be sent, should the customer contact us, and your comments are taken into consideration. Remember: Handling the complaint is your responsibility and we want you to have the freedom to correct any legitimate problems at the store level.

- **How do I get the sign with our 800 number for my store?**

Mrs. Fields franchise owners may order a customer-service sticker from our POP fulfillment company, Vectra, which they may access through the [MFCLink](#). The part number is MS-0010-002, and the item is located in the Core Support section.

TCBY franchise owners may order a Customer-Service Counter Card from Alexanders, which they may access through the [www.TCBYZlink.com](http://www.TCBYZlink.com). It is located in the Counter Cards section.