

FREQUENTLY ASKED QUESTIONS

Catalog Mailing Program

What is the Catalog Mailing Program?

The Catalog Mailing Program is a special program for Office Suite subscribers in which newly launched catalogs are mailed directly to customers of your choice at a nominal fee. These catalogs are personalized to include your name and website URL. There is also a QR code leading customers to your website URL. Your phone number and email address are also included, based on your selections in Office Suite Preferences. Customers you mail a catalog to will also receive an email reminding them of the catalog and the coupon with a link to your website URL. We launch four new catalogs each year – January, March Limited Edition, August and October Holiday Limited Edition.

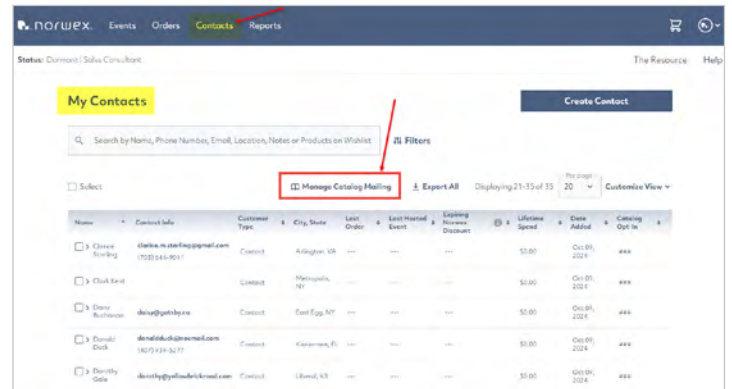
In our new system there are two types of contacts in our contact list section in your Back Office – Customer and Contact. “Customer” is someone who has actually placed an order, and “Contact” is someone you have added to your list who may not have ordered yet. You are able to send catalogs to both types!

I've never opted in to have catalogs mailed to Customers or Contacts before, how do I get started?

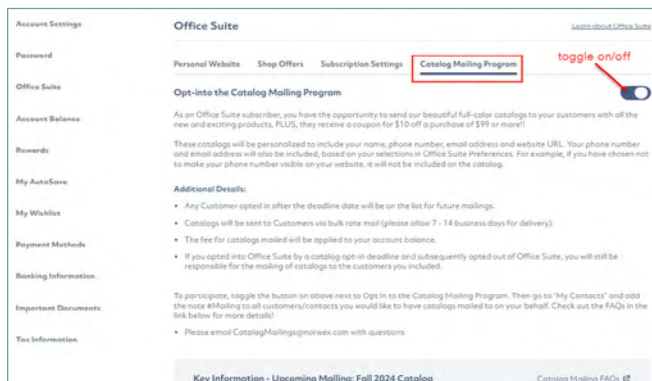
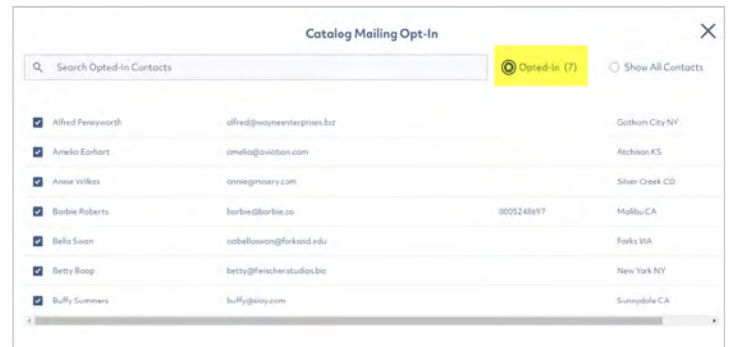
You must be an Office Suite subscriber to participate in the Catalog Mailing Program. Follow these steps to opt in to the program:

1. Sign up in your *Consultant Back Office > Profile & Settings > Office Suite > Catalog Mailing* and toggle the button next to the program description to the “on” position.

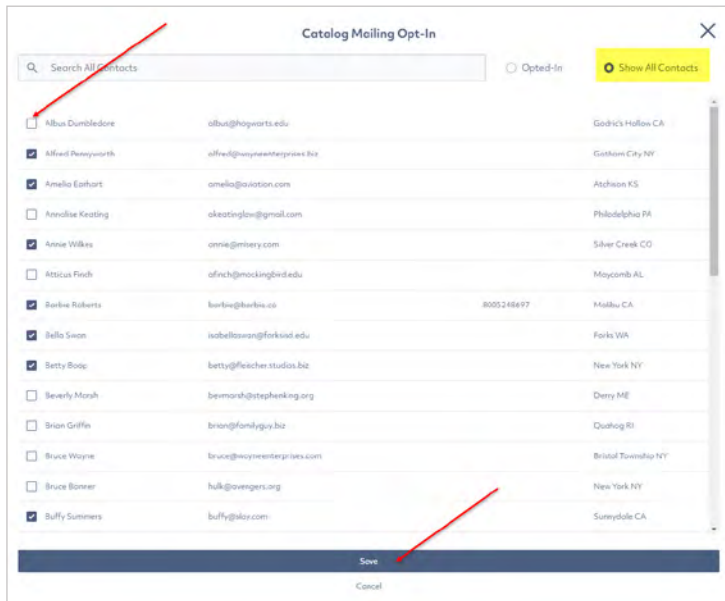
2. **NEW!** Once you have opted into the Catalog Mailing Program in your profile, go to the Contacts section of your Back Office and click on the link to **Manage Catalog Mailing**. You will use this section to opt your Customers and Contacts in for catalog mailing.



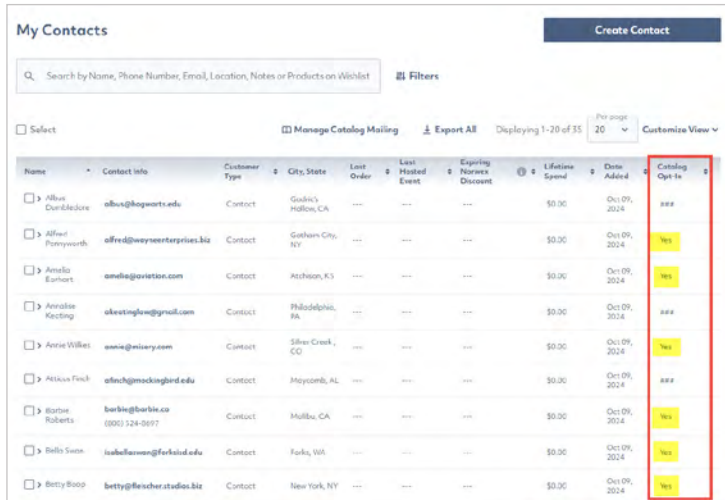
This will pull up the Catalog Mailing Opt-In section, where you can see who you currently have opted in, or you can Show All Contacts and make adjustments to your list. Simply check the box to the left of their name to opt a Customer in, and uncheck the box to opt them out. The Save button will appear at the bottom of the page once a change has been made. Make sure to hit Save before you click out of this screen or your changes will not be saved.



If you don't have anyone opted in yet, or want to add someone who isn't yet opted in, choose Show All Contacts. You can use the search bar if you don't want to scroll through them all. Again, don't forget to hit Save at the bottom of the screen or your changes will not be saved.



Back on the main My Contacts screen, a new column has been added to indicate if your Customer is opted in or not.

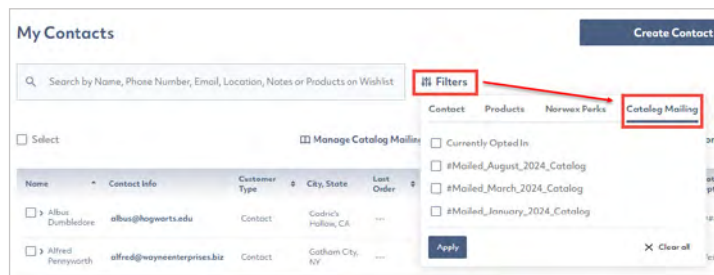


What if I don't want to send this upcoming catalog, but would like to send them again later? Can I pause the program and keep my list intact?

If you want to opt out of the upcoming mailing altogether and still keep your mailing list intact for the following mailing, you only need to toggle the opt in button to the "off" position in the Catalog Mailing section of Office Suite. Your list will stay intact without unchecking the check boxes. Anyone opted out of the program on the Catalog Mailing tab will not have catalogs sent on their behalf.

How can I see whom I've opted in to receive catalogs from previous mailings?

We have added a new tab in the Filters for your contact list called Catalog Mailing.



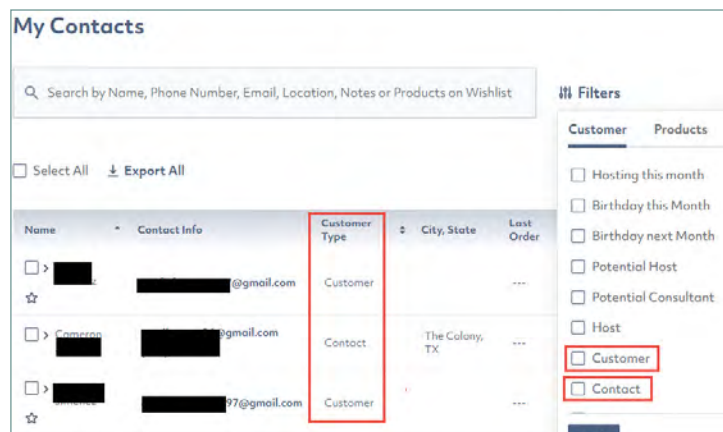
- Choose "Currently Opted In" to show all the Customers and Contacts who are opted in for the upcoming catalog
- Previous mailings are also listed so you can see who catalogs were mailed to previously
- Once a mailing is sent, the filter for that mailing will be added to this section

How am I billed for the catalogs sent on my behalf?

We are currently working on improving the billing process. Until these improvements are complete, fees for the Catalog Mailing Program will be deducted from your account balance.

What's the difference between Contact records and Customer records in NORI?

- In NORI there are two distinct types of contact records in your Back Office:
 - Customer records – User account with a login that is the email address on the record
 - Contact records – A contact you may have added directly but the customer has not yet created an actual account



- You have the ability to opt both Customer and Contact records into the Catalog Mailing Program, so that you can mail catalogs to both

Can both Customers and Contacts redeem the coupon code on the back of the mailed catalogs?

- Contacts whom you have mailed a catalog to do not yet have an actual account set up; therefore, they are unable to redeem the code directly while placing an order on your website
- We have created the ability for you to redeem the code for your Contacts when placing a Customer order for that Contact in your Back Office. You can apply the code on their behalf.
- If you are opting in Contact records to receive the catalog, we will email you more instructions about how to apply the code. This email will be sent after the catalog is mailed.

Are there plans to make the process easier?

Absolutely! We are currently working on developing even more functionality that will improve the visibility and ease of opt-in as well as the overall management of your Catalog Mailing Program. We will share these improvements as soon as possible.

Where should I direct further questions about the program?

Email us at catalogmailings@norwex.com with any additional questions about the program.

Watch for [this video](#) explaining the new opt-in process to be posted soon in your Back Office.

