

Customer Service Representatives Briefing

In an effort to better support our clients it's important that your customer service representatives (CSR) are aware of the following issues. Even though the CarbaCap is completely serviced by us (the manufacturer) we feel it is important that you give consistent support to your customers who have questions or issues. Please know we are here to help you. Please feel free to continue to replace any returned CarbaCaps and we will send new replacements for your inventory.

Comparing the CarbaCap with a Metal Reproduction:

- Unlike the metal reproduction, the CarbaCap has a lifetime warranty.
- Unlike the metal reproduction, the CarbaCap is handmade and thoroughly tested in America by Americans.
- Unlike the metal reproduction, the CarbaCap has a Built-in safety release plug to prevent accidental over-pressurization.
- The metal reproduction is far more expensive when you consider how deadly the device can be and how it puts your company in a position of liability.
- Unlike the metal reproduction the CarbaCap is fully customer and vendor supported by the manufacturer.

[Refer to FAQ #18 for additional information.](#)

Regarding PET Bottle Threadings:

- The CarbaCap is specifically designed to fit all (100%) standard PET bottle threadings. This is the most common PET bottle threading manufactured in the world today with eight billion in production annually.
- The CarbaCap clearly states on its retail card cover "Works on ALL Standard PET Bottles". It also repeatedly makes this statement in the general instructions and on our website.
- The CarbaCap uses standard cap sealing technology known as "Gas Retaining Wall" (GRW). The use of GRW ensures the proper gas seal and prevents the seal wearing out. Use of the CarbaCap on non-standard PET bottle threading with a smaller opening will cause the GRW to stick on one side and make the cap look crooked.
- There are customers desiring to use the CarbaCap and not able to find a standard PET bottle in their area. There are several contributing factors to this issue.
 - The user lives in an area that is extremely remote and has limited access to standard PET bottles.
 - The user is attempting to use non-standard PET bottles formed by foreign bottlers using non-standard threading.
 - There are some small (rare) market focused areas where bottlers no longer use standard PET bottles in an effort to save money on shipping weight.

Note: if you have customers with this rare issue recommend obtaining a standard PET bottle from outside their area or on the Internet.

[Refer to FAQ #1-3 & 9 for additional information.](#)

Online Resources:

CarbaCap Website: <http://carbacap.com>

CarbaCap FAQ Page: <http://carbacap.com/frequently-asked-questions.shtml>

Warranty Issues:

- Retailers need to be aware that they are free to support the product in any way they wish. We accept unconditionally any returns for replacement.
- Keep in mind that the CarbaCap is a solid-state type product. It is thoroughly tested before packaging at the factory. It is highly unlikely that a defective CarbaCap will occur out of the box. Out of the thousands sold every year we have yet to receive back one truly defective CarbaCap.
- As with most solid-state type products the real issues occur only when customers do not follow standard instructions or tried to use the product in a way that it was not meant to be used. Try to help these customers by steering them towards our website for general information and videos on how to properly use the product.
- If the customer is still unable to use the product as desired the CSR should suggest a return for replacement, a credit or a refund. Please notify us at CarbaCap of the resolved issues. CarbaCap will send you replacements.

[Refer to Lifetime Warranty Page for additional information.](#)

Regarding the Internet and reviews:

- When any product becomes well established it is inevitable to have detractors (cyberbullying or trolls) launch internet attacks. The CarbaCap is not immune to this phenomenon. Simply reading the reviews gives a way that they are discouraged because of issues outside of anyone's control or just unreasonable. If a review is obviously some sort of burn campaign, please bring it to our attention. Try not to engage unwarranted internet attacks as this will just make the problem worse. It's unfortunate that our industry is prone to this type of behavior from a very small minority. In most cases it's better to report and move on, then attempt to engage them in any meaningful way.
- When dealing with reasonable customers with legitimate concerns it's been my experience that it's a matter of gentle education and encouragement that they really need. We all know there are some people that do not want to work things out. Remember your CSR training about conflict resolution. Always remember to ask the customer "what do you want"? If they can answer this simple question it is possible to solve any issue.

[Click here to review the "You can't win an argument with a troll" article.](#)

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We hope that this CSR briefing has helped you in handling customer issues. If your customer still has questions or concerns that continue to be unanswered, please contact us directly so we can help provide assistance. We thank you and your company for your support of American small business products.

Thanks,

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