



FREQUENTLY ASKED QUESTIONS

TRANE™ RESIDENTIAL WEBSITE REDESIGN

What back-end improvements have been made to the Trane Residential website and how will they benefit customers as well as dealers and distributors?

- **Scalability:** We have new back-end systems for our websites and products (Content Management System & Product Information Management) to create more personalized and accurate experiences for consumers with tools that allow us to make changes easily and quickly.
- **Website optimization for search:** We have a new state-of-the-art keyword optimization software to help grow our search engine optimization presence, which is how you're found on Google.
- **Website optimization for customer experience:** We will be able to provide a real-time view of the customer with a new customer experience software that is actively engaged at all times.

DEALER REPRESENTATION

Why are we updating the Trane residential brand website?

Trane is developing a world-class online customer experience by investing in data-driven, mobile-first designs and state-of-the-art digital technology. The goal of the new website is to redefine how consumers discover, learn about, experience and purchase HVAC; to position the Trane brand website as the go-to trusted destination for information connecting homeowners to high-quality dealers; and to create the standard for the end-to-end services experience.

How will this website experience be better?

The new site will make it easy for consumers to find us by meeting them at their point of search; easy to learn by creating moments of “wow” through personalized experiences; and easy to connect with dealers in a seamless and frictionless way.

Will there be any effect on dealer locator logic?

There is no change to the dealer locator and lead routing logic from the current site.

How does the new site affect the dealer detail pages?

- Enhancements have been made to the look and feel of the dealer detail pages and continue to feed name, hours, phone number, service area ZIP Codes, Wells Fargo link, and dealer service and features (i.e., 24/7, TCS dealer, Diagnostics, etc.) from MAX and Google reviews from DAC.
- It is recommended that DSO dealers review and update this information in MAX and DAC. Check out more info in the “How to Update” section:
 - ▶ MAX: Name, hours, phone number, service area ZIP Codes, Wells Fargo link, dealer service and features (i.e., 24/7, TCS dealer, Diagnostics, etc.)
 - ▶ DAC: Dealer Google reviews

Will dealer Google reviews still be on the new site?

- Yes, dealer Google reviews will still be on the site and are fed through DAC.
- If you would like to get your Google reviews added, please see the “How to Update” section below.

How is the dealer locator affected?

A significant amount of research was conducted to provide consumers the best dealer locator experience.

Enhancements to the dealer locator will now show six available dealers instead of three, and a map will be added after the site launches. Dealers will show up in the ZIP Codes that have been selected and approved in their MAX Dealer Locator Profile. See the “How to Update” section below for instructions on changing your service area in MAX.

Why are 6 dealers showing in the dealer locator rather than 3?

Based on user testing feedback, 6 dealer cards were chosen for the design of the dealer locator experience. Users want to feel like they have more choice when considering various dealers available in their area, so the choice to include 6 dealers on the locator will better meet homeowner expectations.

What is the logic on which dealers will appear in the locator box?

The dealers who appear on the locator are shown based on the dealer performance score, which is the same scoring system that has been in place. The score is based heavily on disposition rate; it also takes into account Google review scores and whether the dealer links to Trane.com/residential.

What kind of research and data was used to update the site?

User feedback, consumer research, consumer journey maps, design testing and consumer persona data drove the features and experiences for the new Trane Residential site. Through partnering with a research firm, we were able to map out pivotal experiences for consumers’ moments of truth. Consumers have noted the new site is clean, simple and trustworthy. We will continue to gather research, test and iterate on the design and experiences to make the site more valuable for users.

How does our new site compare to the competition?

- We created an industry-first Buyers Guide (launching later after initial site launch) that allows consumers to choose the experience they want, no matter where they are in their buyer’s journey. This tool will differentiate Trane from the competition and has received very positive feedback during consumer testing. As with other parts of our site, we will continue to test, iterate and use data to provide consumers a world-class online experience.
- We have made an investment in developing new educational content, streamlined experiences and refreshed content to allow consumers to learn more about HVAC and become higher-quality, higher-purchase-intent leads when they are at that point in their journey.
- Our completely redesigned homepage and navigation was created based on user research, tied to specific customer personas and their moments of truth.
- The website’s simple, clean design creates consumer trust.
- Based on consumer feedback, we will add a dealer locator map view to the dealer locator after the site launches. If you would like to update the ZIP Codes you show for on the map, please see the “How to Update” section.

Why does the site show pricing?

- Data shows us that consumers are particularly interested in pricing in the beginning and middle of their HVAC journey. By providing pricing on the website, we help provide knowledge to consumers early in their buying process.
- To improve our homeowner user experience and address the greatest gap of pricing and product information, Trane Technologies developed Price Ranges to meet the need of Price Transparency.

How will pricing be impacted?

Price Ranges will be revised based on price increases for product pages at the time of the price increase. The Price Estimator Tool will be updated approximately one month after a price increase goes into effect.

What if pricing is incorrect in my market?

- Price Ranges are based on the market area, in some cases down to the DMA level. For example, Savannah, GA is in Market Group 7 with the DMA “Savannah.”
- If pricing is incorrect in your market, please complete the [Trane.com Price Range Feedback](https://bit.ly/3u190ya) (bit.ly/3u190ya) for review of your request.

How will TraneInfo.com be affected?

Customers who are directed to Traneinfo.com will have the same overall experience and the same dealer network in the locator.

How are product reviews affected?

Product reviews have been well received by consumers and those will continue on the new site.

Why are product reviews listed?

- Research found that 67% of consumers trust online reviews from complete strangers. Consumers are looking for what others say about products before making purchase decisions. Product reviews allow us to gather first-hand information from those who are using our product. This allows us to see where we are succeeding and where there may be additional opportunities.
- Encouraging consumers to leave product reviews helps other homeowners feel reassured. As the volume of product reviews grows, there should be an increase in trust with consumers.

How will the new Buyer’s Guide affect kitchen table conversations with customers?

The Buyer’s Guide should complement sales at the kitchen table since it provides experiences for consumers wherever they are in their buyer’s journey. Consumers are able to use tools on Trane’s site to educate themselves and become higher quality, sales-ready leads for dealers.

Tell me more about the \$5,000 rule used on the “repair or replace” tool.

\$5,000 is an industry rule of thumb to determine whether to repair or replace a HVAC system. It’s understood that this figure could fluctuate due to market conditions; we will continue to monitor this calculation and update it as needed.

How will TM reporting be affected?

We are looking to enhance TM reporting by including Field Service Management information captured in MAX and whether or not integration with the dealer's FSM is available and/or live.

HOW DEALERS CAN UPDATE INFORMATION

Pricing for my ZIP Code

If pricing is incorrect in your market, please complete the [Trane.com Price Range Feedback](https://bit.ly/3uI9Oya) (bit.ly/3uI9Oya) for review of your request.

Information in my dealer detail page

Dealer information for the dealer detail page is fed from MAX.
(See "Information in my dealer MAX profile.")

Information in my dealer MAX profile

Log in to ComfortSite > click "Marketing Center" > click "Marketing Advertising Express (MAX)" > click "Dealer Locator Information" > click on the section(s) and information you want to update.

ZIP Codes I show up for in the dealer locator and dealer locator map

- > Dealers will show up in the ZIP Codes that have been selected and approved in their MAX Dealer Locator Profile. To update the ZIP Codes you appear for, update your service area in MAX.
- > Log into MAX, hover over Dealer Locator and click "Dealer Locator Information" and scroll down to "Locator ZIP Codes." Add locator ZIP Codes (one at a time) in the box provided, then click "Add" and "Save New ZIP Codes" below the ZIP Code list. The ZIP Code will then be sent to the distributor for review.

My dealer Google reviews showing on Trane.com

- > For TCS dealers: Log into your Google Business Profile, click on "Users" on the left side drop-down menu, click on the link in the top right corner to add new users, add Trane.client1@gmail.com, select the role of "Manager" and click "Invite."
- > For non-TCS dealers: Please contact DAC for pricing info at trane@dacgroup.com

TRANE.COM/RESIDENTIAL