



## The HP Home & Home Office Store

### **Overview**

The HP Home & Home Office Store, HP's direct-to-consumer business, is the trusted source for the broadest selection of HP consumer technology products – providing competitive prices, an easy, personalized shopping experience and outstanding customer service.

The HP Home Store offers the most comprehensive selection of HP consumer technology products anywhere with the convenience of shopping online, by catalog or by telephone. Shoppers may customize desktop and notebook PCs based on their personal preferences and choose from a comprehensive selection of supplies and accessories at [www.hpshopping.com](http://www.hpshopping.com) or by calling +1 888 999 4747. Customers also can select from the complete line of other HP consumer technology products, including printers, all-in-ones, digital cameras, handhelds, calculators, monitors, televisions, peripherals and more.

### **The shopping experience**

The HP Home Store is dedicated to offering an easy and convenient online shopping experience. Time-saving features such as a persistent shopping cart and multiple navigation alternatives make shopping more convenient. In addition, "Help me choose" tools let customers fine tune their searches, while Click-2-Call gives online shoppers the option to speak over the phone with a personal shopper who can address their needs during the shopping process.

Online customers also have the opportunity to view unedited ratings and reviews from other HP Home Store customers on select products to help them choose the technology that best fits their needs.

Customers of the HP Home Store enjoy fast delivery – many products ordered by 10 p.m. EST can be delivered by 10 a.m. EST the next day. The HP Home Store also offers free overnight shipping for ink, toner and paper supplies.

The Ink and Toner Finder and SureSupply make it easy for customers to replenish their supplies. My Print Rewards offers an even more personalized shopping experience, with exclusive offers and the opportunity to earn rewards.

The HP Home Store also offers no hassle returns – if it's not quite right, the store will pay for return shipping within the 21-day returns period.

### **Customer service**

From beginning to end, the HP Home Store is dedicated to offering an outstanding customer experience and providing the knowledge, guidance and tools necessary for

customers to select and enjoy the HP technology products that best fit their needs.

At [www.hpshopping.com](http://www.hpshopping.com), customers can find “Learn, use & create” tools, “how-to” guides and free online classes to help them make the most of their HP products.

Most importantly, customers know that the HP Home Store is backed by HP’s reputation for reliability, quality and affordability. All HP products are backed by HP’s Total Care support – 24 x 7 service, advice and learning – in or out of warranty.

### **Customer service and awards**

The HP Home Store has a proven record of superior service and support – more than 85 percent of customers would recommend shopping at the HP Home Store to a friend.

The HP Home Store has also received several industry awards and accolades:

- The HP Home Store’s call center and five of its employees were named finalists in the Contact Center World Award competition; two were recipients of the “Best Contact Center Leader” and “Best Contact Center Supervisor” in the worldwide competition.
- The HP Home Store’s 2007 Mother’s Day catalog won gold in the “Direct Mail/Catalog” category in the 2007 MarCom Awards competition.
- In addition, the HP Home Store earned the “Standard of Excellence” in the 2007 WebAwards.

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