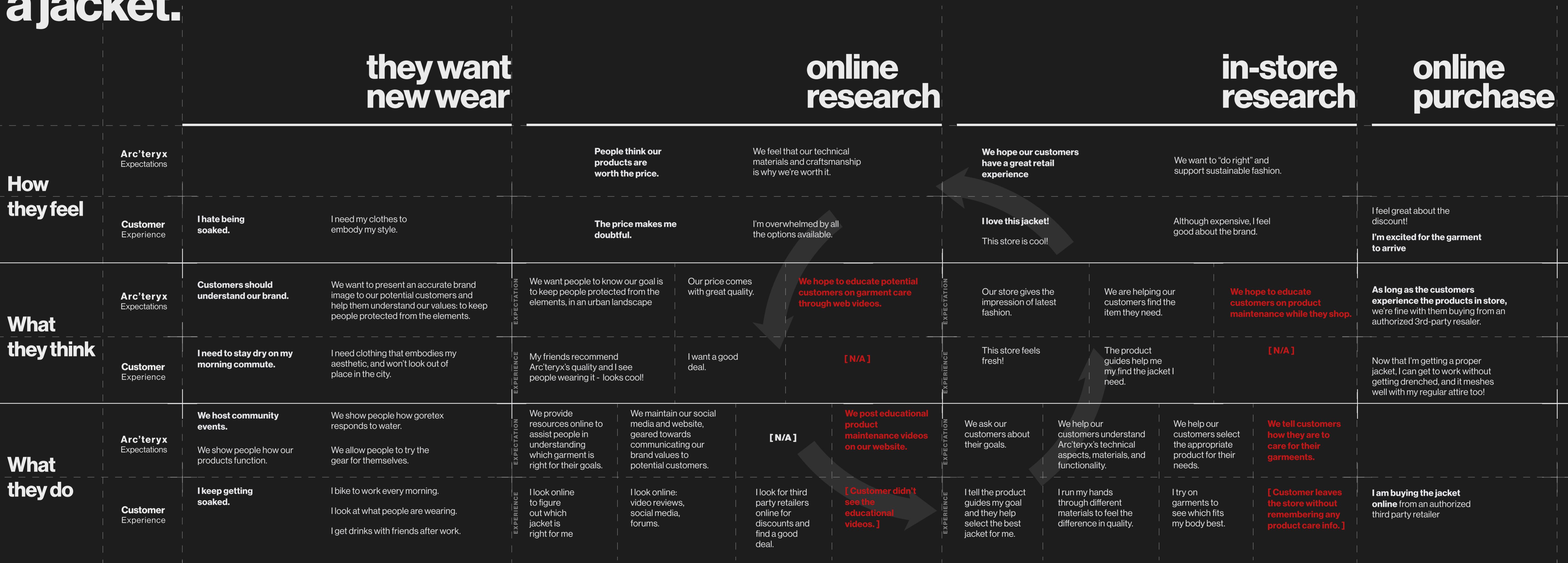


The 90 days of buying a jacket.



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After buying a jacket.

		after buying	active use	they fell in the mud	wet out	warranty check	warranty denied
How they feel	Arc'teryx Expectations						
	Customer Experience	I feel adventurous! I could climb a mountain.	I feel impenetrable!	Agh! mud! Oh no, my jacket!	I'm so disappointed.	I hope my jacket will be ok. I feel anxious but hopeful.	We are sorry we couldn't help fix the customer's jacket.
What they think	Arc'teryx Expectations		The customers are not always using the jackets in the correct context.	We hope our customers know that they should wash their jackets as often as possible. It's important to wash and dry often.	We hope all our customers know that washing with most household detergents will destroy the waterproof coating of the jackets.	We'll do everything we can to help. This garment's waterproof coat seems damaged. Warranty returns aren't great for our business.	We let our customers choose a new garment from our current selection. Customers must pay the difference if they wish to upgrade.
	Customer Experience	I can't wait to wear this out!	I know Arc'teryx is top quality so it can handle rough use and grime. I look so cool, and water just doesn't get through!	I can't go out like this. I need to clean this now.	The item must be faulty, or is Arc'teryx bad quality? I'm pretty sure Arc'teryx's warranty is known to be good - I should bring it in.	Is my garment good for warranty? I paid good money for this so they better fix it.	They tell me the jacket I had is discontinued and I can't get the same one.
What they do	Arc'teryx Expectations			If customers try to fix garments themselves, we can't approve a warranty anymore.		We give advice on how to care for Arc'teryx products properly. Our After-Sales team takes in all products and determines whether we can fix the issue under warranty.	We tell customers how they can ensure their new garment doesn't break - by taking proper care, washing and drying.
	Customer Experience	I will soon cycle to work and stay dry!	I use my jacket for everyday adventures. Hiking, biking, and coffee shop runs. I don't wash my jacket, washing will mess it up.	I can clean the jacket myself. I'll use Tide detergent to remove the stains. My friend's mom told me it's best not to wash my jacket too often, and definitely don't put it in the dryer.	I am bringing my jacket back to Arc'teryx. They better fix it. I am soaking wet.	I give my garments to Arc'teryx for repairs.	Now I care for my new jacket properly, and I buy the right detergents for maintaining it. But I did like my old jacket. It's gone.

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