

SESSION OBJECTIVE

SSO is an online tool for measuring and reporting service retention. The objective is to actively use SSO to reach customers and potential customers.

SSO: Getting Started

- The key to everything you need to get started with ServiceSmarts Online is located on GlobalConnect under the dropdown Departments: Service.
- From there, the next screen will allow you to select ServiceSmarts Online (look for the profile with the wrench and screwdriver).
- Clicking that icon will take you to the ServiceSmarts Online page. Click the Overview drop down to view a host of options including training, glossary and contact us.
- Use the following suggestions to get started:

1. Executive Summary: Please make sure you are receiving the SSO monthly executive summary highlighting your service retention of new vehicles and existing customers. To add yourself or someone else to the executive summary email list:

- Select the SSO overview dropdown and scroll down
- Select “Executive Summary Email Addresses”
- When the exhibit opens, type in the email address you want to add and select save

2. Review the 20-minute GM SSO Tutorial for an overview of SSO; then drop down to Additional Training for more detailed information if needed

- Select the overview dropdown and scroll down
- Select “GM SSO Tutorial” and/or drop down to “Additional Training”

3. Review GM SSO Best Practices for tips from your peers on making SSO work for you

- Select the overview dropdown and scroll down
- Select “SSO Best Practices”

THREE REMINDERS

1. Unlike other tools, SSO not only measures retention but also gives dealers the actual tools to improve revenue, profit and retention.
2. SSO executive summary reviews New Vehicle Service Retention (13-72 months) and New Vehicle Recent Sales Retention (7-12 months) sold by dealers inside and outside AGSSA and sold by others in AGSSA.
3. Contact GM-SSO 800-809-0422 or gmsosupport@channelvantage.com for help. Those individuals answering the phone are subject matter experts and can help with your individual questions.

Or, contact Program Director Mary Durkin at mary.e.durkin@gm.com