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**PES #1: DRIVEN TO RETAIN**

*In-Vehicle Technology*

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**GM In-Vehicle Technology**

* GM is leading with new in-vehicle technology.
* We need to transform our organizations now to deliver this technology to our customers.
* The dedicated delivery coordinator plays a key role in technology usage and building the customer relationship through demonstrations at the Connection Center and technology clinics.
* OnStar is now offering 3 YEARS of free Basic Connectivity on eligible MY’11 and newer vehicles which means more dealer maintenance notification (DMN) leads for dealers.

 In-vehicle technology is the top selling point for:

* 39% of all buyers
* 74% of millennials

The customer needs to be shown the technology to appreciate its value:

* An in-dealership technology expert is needed to bring technology to life
* Demonstrating technology increases its usage
* Consumers decide within the first 30 days if they will use the technology

Owner Center and Mobile App:

* Merge best capabilities of OnStar RemoteLink mobile app and owner apps for one cohesive app – myCadillac, myChevrolet, myBuick and myGMC
* Fixed Ops personnel were particularly interested in the ability to view Service History, Check for Recalls (both OC and app) and Warranty info as this is all in their wheelhouse and they receive numerous calls per day from customers about this type of info.
* RemoteLink:  make sure it’s clear that it is going away; many think it will stay and be used alongside the myBrand apps
* Discuss the dealer benefit for scheduled service
* The new owner apps can be downloaded from the Apple Store and Google Play.
* The divisional owner center sites can be found at my.cadillac.com, my.chevrolet.com, my.buick.com and my.gmc.com.

**Three-Pronged Approach** to creating a customer-centric and technology-centric dealership culture:

1. Connected Customer Specialist

2. Connection Centers

3. Dedicated Delivery Coordinator

* Supports the sales process and the “sales to service handoff”
* After test drive, at delivery, re-delivery, technology clinics, one-on-one
* Technology Customer Clinics
  + Educate owners about their in-vehicle technology
  + Ensure every customer understands how to operate their in-vehicle technology
  + Leverage the Connection Center to keep team members and customers connected to in-vehicle technology

*For more information on the 3 items above, contact your Connected Customer Specialist or call the OnStar Dealer Center at 1-888-ONSTAR1.*

**3 Year OnStar Basic Plan and Service Lane Expansion**

* OnStar is now offering 3 years of free Basic Connectivity on eligible MY’11 and newer vehicles
* Basic Plan includes OnStar Mobile App Key Fob Services& OnStar Diagnostics Report (Formerly OVD)
* The full suite of OnStar services, including emergency services, requires a paid OnStar plan

Earnpower reactivation incentive program expanded to all dealership employees

* + Launched September 1st
  + Any dealership employee with a GMIN is eligible to participate
  + $10 points for the first 4 activations / $20 points for 5+ retro back to the 1st activation
    - consistent with the current pre-owned sales consultant program

Dedicated OnStar field team deployed to assist dealers in activating dormant service customers

* + Launched September 1st
  + 50 direct contact OnStar Dealer Advocates assigned top 1000 dealers based on repair order volume
  + 19 telemarketing Connected Customer Specialist supporting 1300 medium size dealers
  + Team is responsible to help dealers install processes to activate service lane customers
    - Includes working with Service BDC to follow-up with customers that have not been back to the dealership for service

Q4 Service “Winback” Program

* Target 1.05M 2011 or newer customers that have not visited a GM dealer in the past 12 months
* $25 service coupon for any customer that activates OnStar Trial / Basic Plan

Dealer Benefits

* Activating the 3 month trial & 3 year Basic Plan on dormant service lane customer vehicles will increase DMN leads
* Each DMN opt-in is worth $1,200 in customer pay R.O. value over the 3 year basic plan period
* Provides the opportunity to “Winback” customers who have not visited the service department in the last 12 months
* Service BDC can utilize the available manifest list to drive customers back to the service lane
* Wow customers with 3 years of Brand App key fob services at no charge
* Plan applies to pre-owned vehicles as well as bought new still retained (BNSR) vehicles with an inactive OnStar account.

*For more information on the 3 Year Basic Plan, please go to:*

<https://www.onstar.com/us/en/get-onstar/pre-owned.html>

**Hosting car care clinics boost customer loyalty**

* Present vehicle care and routine maintenance knowledge during “goodwill” dealer event
* Create confidence in the service department and behind the wheel
* Help customers understand how to effectively communicate with their service advisor
* Empower customers with vehicle care knowledge, important safety hints and defensive driving tips
* Focus on current vehicle owners (BNSR)

Clinic content

* Vehicle Systems Review
* Family Safety Initiatives
* Dealer Affiliation
* OnStar

Customized “Drive for Knowledge” Clinic Materials

* First class direct mail – Epsilon Quick Strike
* Optional follow up email via eStrike
* Manifest Lists
* CSSR Playbook integration
* Live agent reservations & reminder calls \*optional
* Customer premium
* Dealer event implementation guide
* Participant guide

Comprehensive Event Planning

* Epsilon program execution
* Event enrollment to post-analytics.
* Epsilon Dealer Marketing Consultant support   
  to reach specific customers
* 100% CUSTOMIZABLE
* Customer premiums
* BDC Integration
* Customer appreciation follow-up

**Drive for Knowledge Event Timeline**

Contact your Epsilon account team 3 to 5 weeks in advance of your clinic date at 800-292-9220

* 3-5 weeks prior to event date
  + Epsilon DMC and dealer work together to place clinic order (via QuickStrike processes). DMS filters and TSP data applied to select appropriate list based on dealer preferences
* 2 weeks prior to event dates
  + Direct mail invitations drop
  + Inbound calls managed by Epsilon agents (if dealer opts into this feature when placing clinic order)
* 1 week prior to event dates
  + Dealer executes eStrike email follow-ups (if preferred)
  + Dealers receive premiums and rain checks
* Week of event
  + Dealer executes eStrike email follow-ups (if preferred)
* 1 week after event
  + Manifest list provided to dealer for customer follow-ups