

Reporting Guide

Honda **LCC**
LIFETIME CUSTOMER CARE

1



Improving brand and business through
Lifetime Customer Care



| | | | |
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Accessing Reports in the Portal

- 1 To view Enterprise Reporting area, click on "Reports" in the main navigation bar.
- 2 The "Reports" button in the main navigation bar is available in all areas of the portal to access Enterprise Reporting from any page.
- 3 Users who are logged in as a corporate role will see aggregate level report options only. Dealers or users impersonating a dealer will be able to see detail level data.

The screenshot displays the Honda LCC portal interface. At the top right, there are links for "Select Dealer", "Sign Out", "Cart (0)", and "Clear Cart". The main navigation bar includes "Home", "Profile", "Programs", "Reports" (highlighted with a red box and a blue circle with the number 1), "Program Library", and "Contact Us". On the left sidebar, there is a "Home for Honda Motors" section with a blue circle containing the number 3, and a "Premium Campaign" section featuring a "HOW" logo and various digital assets. The main content area is divided into two sections: "Programs" and "Pending Orders".

Programs

| Program Name | Status | Action |
|----------------------|----------|------------------------------------|
| SPS - Seasonal | Active | Build New Campaign |
| SPS - OnDemand | Active | Build New Campaign |
| Honda Owner Workshop | Active | Build New Campaign |
| Digital Package | Inactive | Launch |

Pending Orders

Use the actions drop down to Edit or Delete a Pending Order.

| Program Name | Campaign Name | Create Date | Last Modified | Modified By | Category | Actions |
|----------------|-------------------|-------------|---------------|-------------|----------|--------------------------|
| SPS - Seasonal | Seasonal - Winter | 01/04/2017 | 01/04/2017 | | Seasonal | Select.. |

Selecting a Dealer (if available)

- 1 To view Enterprise Reporting data at the dealer level (if available), select the "Select Dealer" link at the top right of the page.
- 2 Using the pull down menu, select a method to search for the desired dealer by and once highlighted, click the "Select" button at the bottom of the window.

The screenshot shows the Honda LCC interface. At the top right, there is a "Select Dealer" link highlighted with a red box and a blue circle with the number 1. Below this, a "Select Dealer" modal window is open. Inside the modal, there is a "Change View" section with two icons. To the right is a search bar containing "honda test" and a magnifying glass icon. Below the search bar is a dropdown menu with the following options: "Dealership Name", "Honda Dealer No.", "Dealership Name", and "Org ID". A blue circle with the number 2 is placed over the second "Dealership Name" option. Below the dropdown is a table with the following columns: "Honda Dealer No.", "Program ID", "Dealer Name", "City", "State", and "ZIP Code". The table contains one row with the following data: "209901", "69609", "Hometown Honda Account", "San Diego", "CA", and "92121-1994". At the bottom of the modal, there are two buttons: "Select" and "Cancel". The "Select" button is highlighted with a red box.

Selecting a Dealer (cont'd)

- 1 If you do not know the dealer you are searching for, you may click on the "Expose Hierarchy" button and select a dealer from within the tree view.

The screenshot shows the Honda LCC interface with a 'Select Dealer' dialog box open. The dialog box has a 'Change View' section with two buttons: a list view icon and a tree view icon. The tree view icon is highlighted with a red box and a blue circle containing the number 1. To the right of these buttons is a search bar labeled 'Dealership Name' with the text 'honda test' and a search icon. Below the search bar is a tree view of dealerships. The root node is 'American Honda Motors', which is expanded to show two main branches: '01' and '02'. Under '02', there is a sub-branch '2A' which is expanded to show a list of dealerships: 'Aberdeen Honda', 'Apple Valley Honda', 'Autonation Honda Renton', 'Bob Hall's Honda', 'Capitol City Honda', 'Hinshaw's Honda', 'Honda Of Burien', 'Honda Of Fife', 'Honda Of Moses Lake', 'Honda Of Sumner', and 'South Tacoma Honda'. Below this list are several other branches labeled '2B', '2C', '2D', '2E', '2F', and '2G'. At the bottom of the dialog box are 'Select' and 'Cancel' buttons.

Home for America

Select Dealer | Sign Out |

Home Reports Program Library Contact Us

Select Dealer

Change View

Dealership Name

American Honda Motors

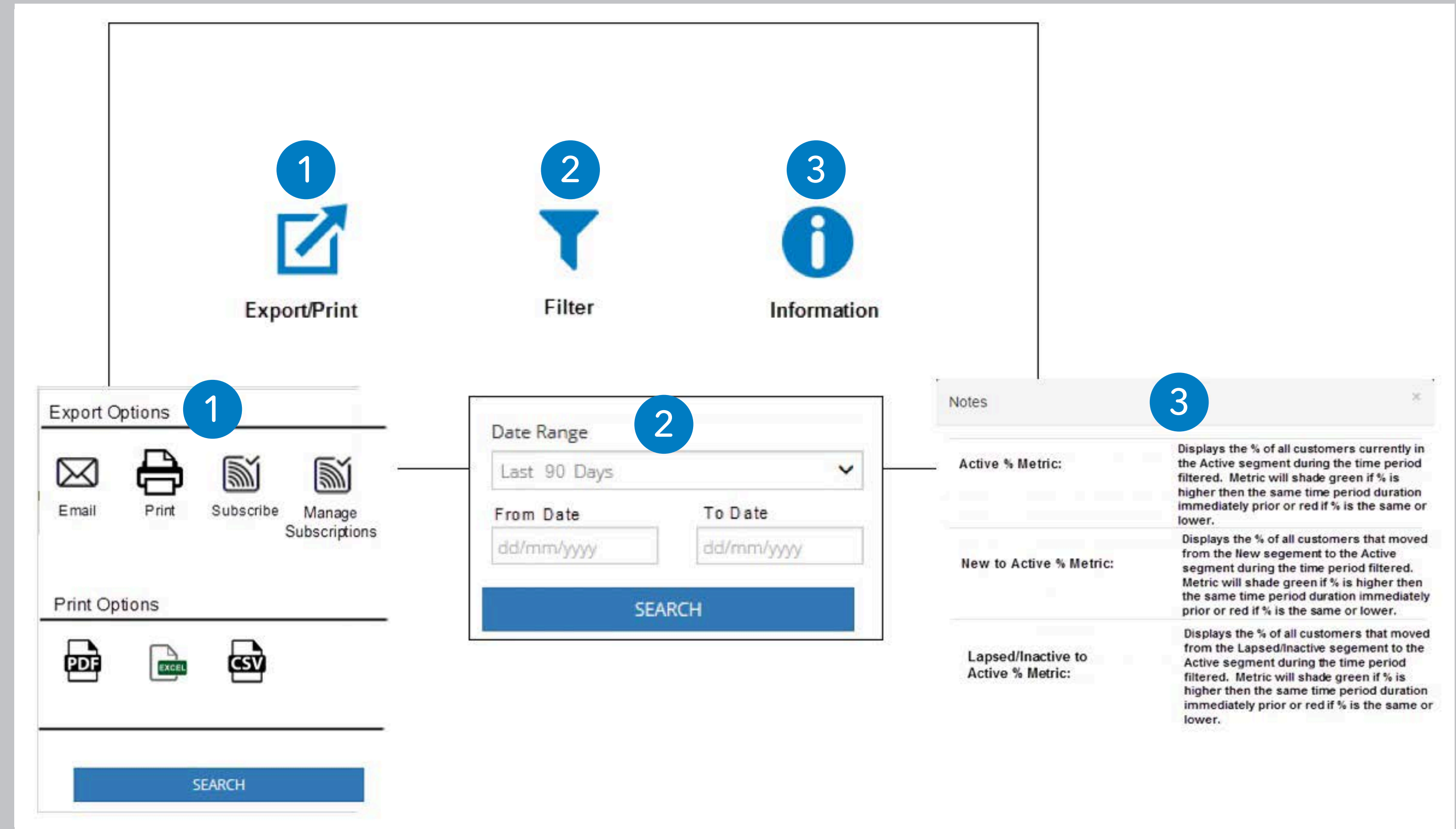
- 01
- 02
 - 2A
 - Aberdeen Honda
 - Apple Valley Honda
 - Autonation Honda Renton
 - Bob Hall's Honda
 - Capitol City Honda
 - Hinshaw's Honda
 - Honda Of Burien
 - Honda Of Fife
 - Honda Of Moses Lake
 - Honda Of Sumner
 - South Tacoma Honda
 - 2B
 - 2C
 - 2D
 - 2E
 - 2F
 - 2G

Select Cancel

Export/Print, Filter, & Info Icon Functionality

Export/Print, Filter, & Information icons found in the upper right of each section and their functionality:

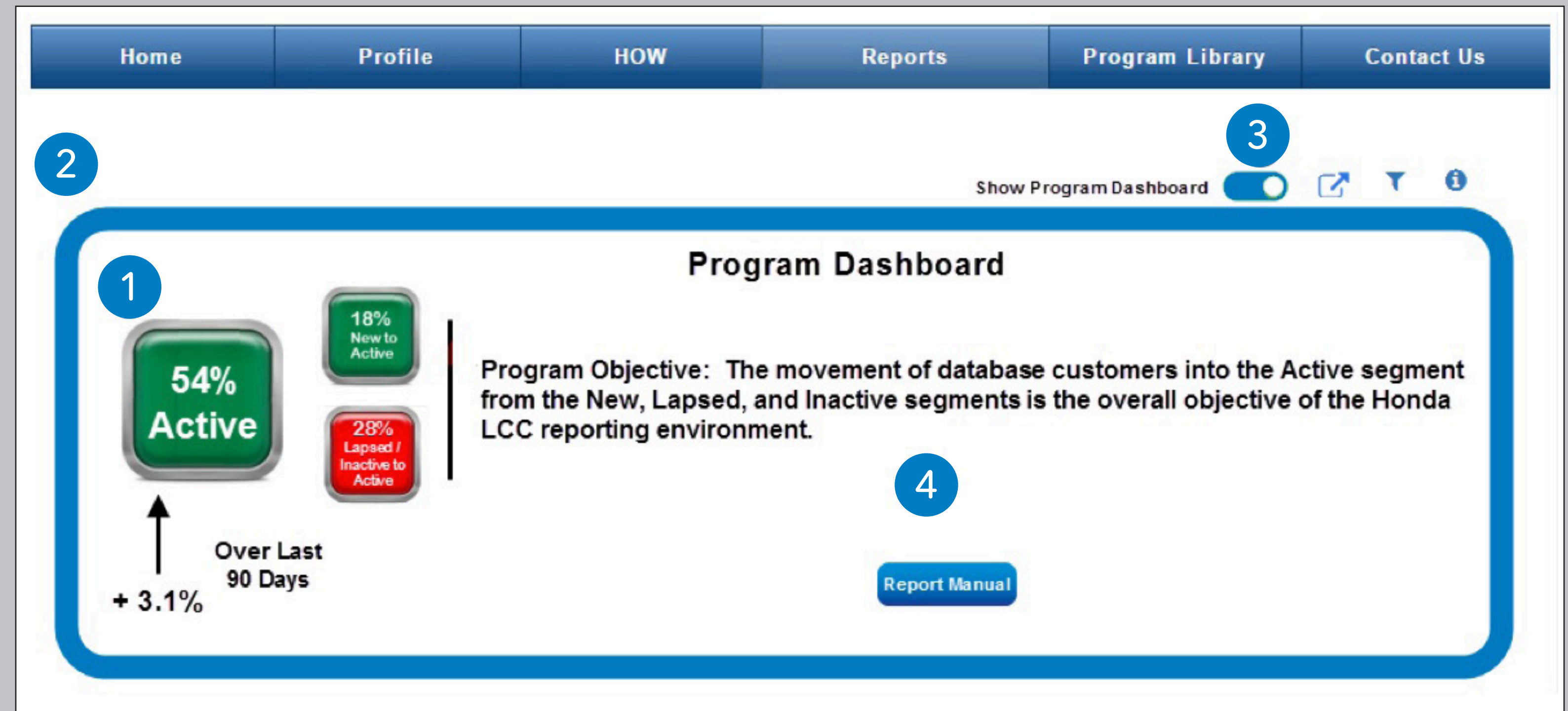
- 1 Selecting the filter icon will open the filter menu allowing you to filter on date range for the metrics in the Program Dashboard or data in the reports.
- 2 Selecting the export icon will open the export/print menu allowing for export/print options to be selected.
- 3 Selecting the information icon will open the field notes window. This will give you a high level description of the fields displayed.



Program Dashboard (Top Level KPI)

Program Dashboard:

- 1 Contains quick reference metrics on the health of the dealer's customer retention objective.
- 2 Users will see the dashboard present at all times while in the Enterprise Reporting area.
- 3 Users have the ability to collapse the Program Dashboard using the toggle button.
- 4 Also contains brief overview of the objective and a quick link to the reporting manual.



Program Phase Reporting (Welcome)

Program Phase Reporting for Welcome phase contains:

- 1 KPI's pertinent to the phase's actions
- 2 Indicators displaying usage of performance increasing tools
- 3 Actionable button to navigate directly to campaign building pages
- 4 A campaign communication/response summary with drill down capability

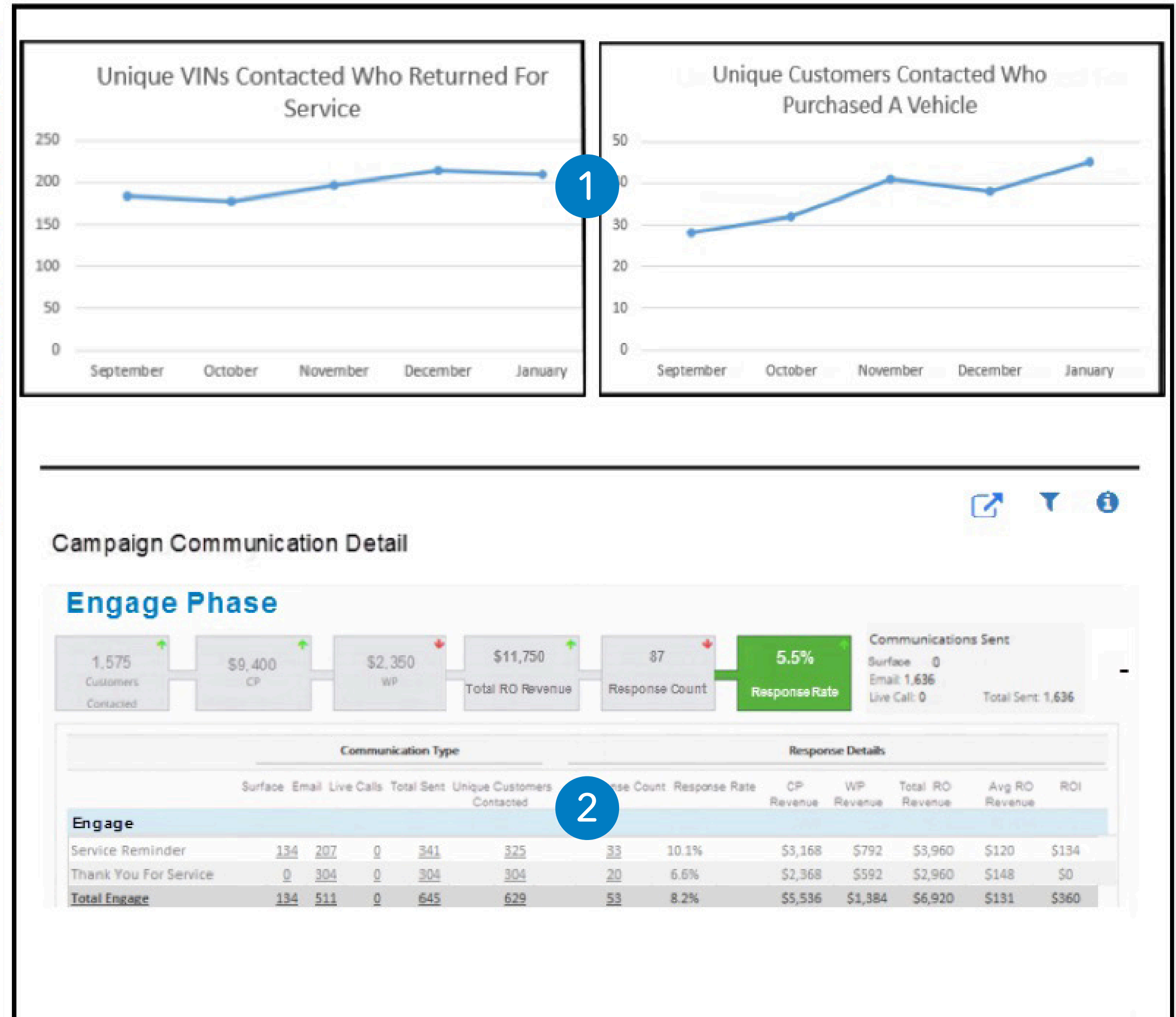


Program Phase Reporting (Engage)

Program Phase Reporting for Engage phase contains:

- 1 KPI's pertinent to the phase's actions
- 2 A campaign communication/response summary with drill-down capability

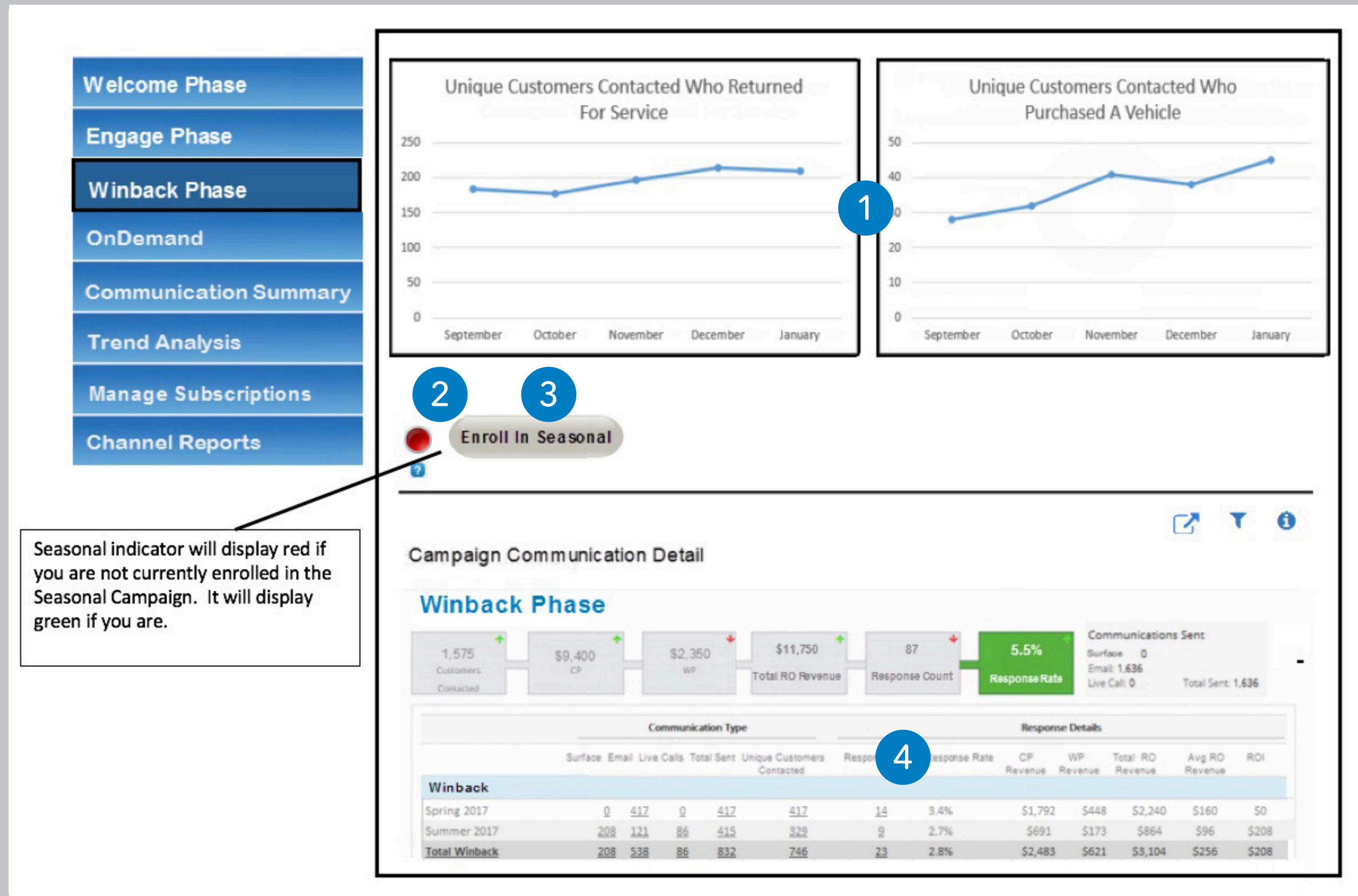
| |
|-----------------------|
| Welcome Phase |
| Engage Phase |
| Winback Phase |
| OnDemand |
| Communication Summary |
| Trend Analysis |
| Manage Subscriptions |
| Channel Reports |



Program Phase Reporting (Winback)

Program Phase Reporting for Winback phase contains:

- 1 KPI's pertinent to the phase's actions
- 2 Indicators displaying usage of performance increasing tools
- 3 Actionable buttons to navigate directly to campaign building pages
- 4 A campaign communication/response summary with drill down capability

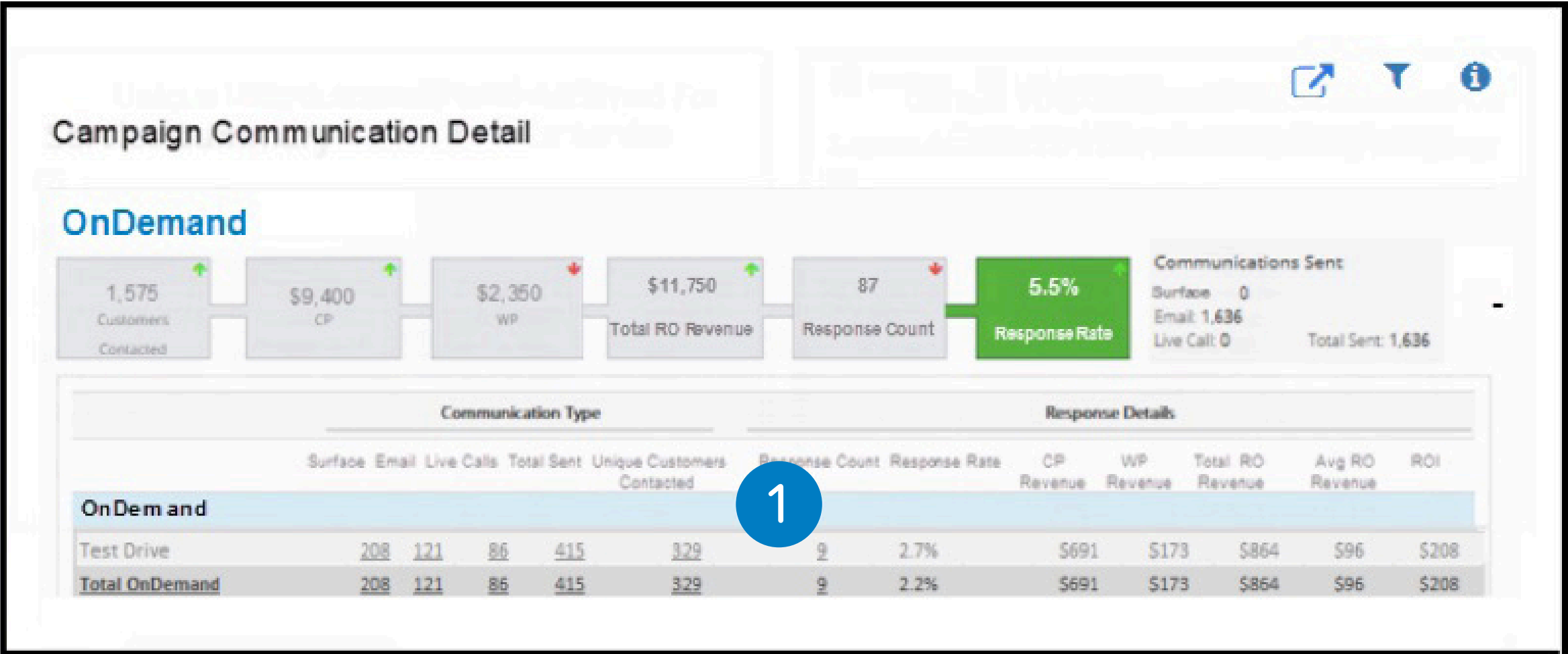


Program Phase Reporting (OnDemand)

Program Phase Reporting for OnDemand phase contains:

- 1
- A campaign communication/response summary with drill-down capability

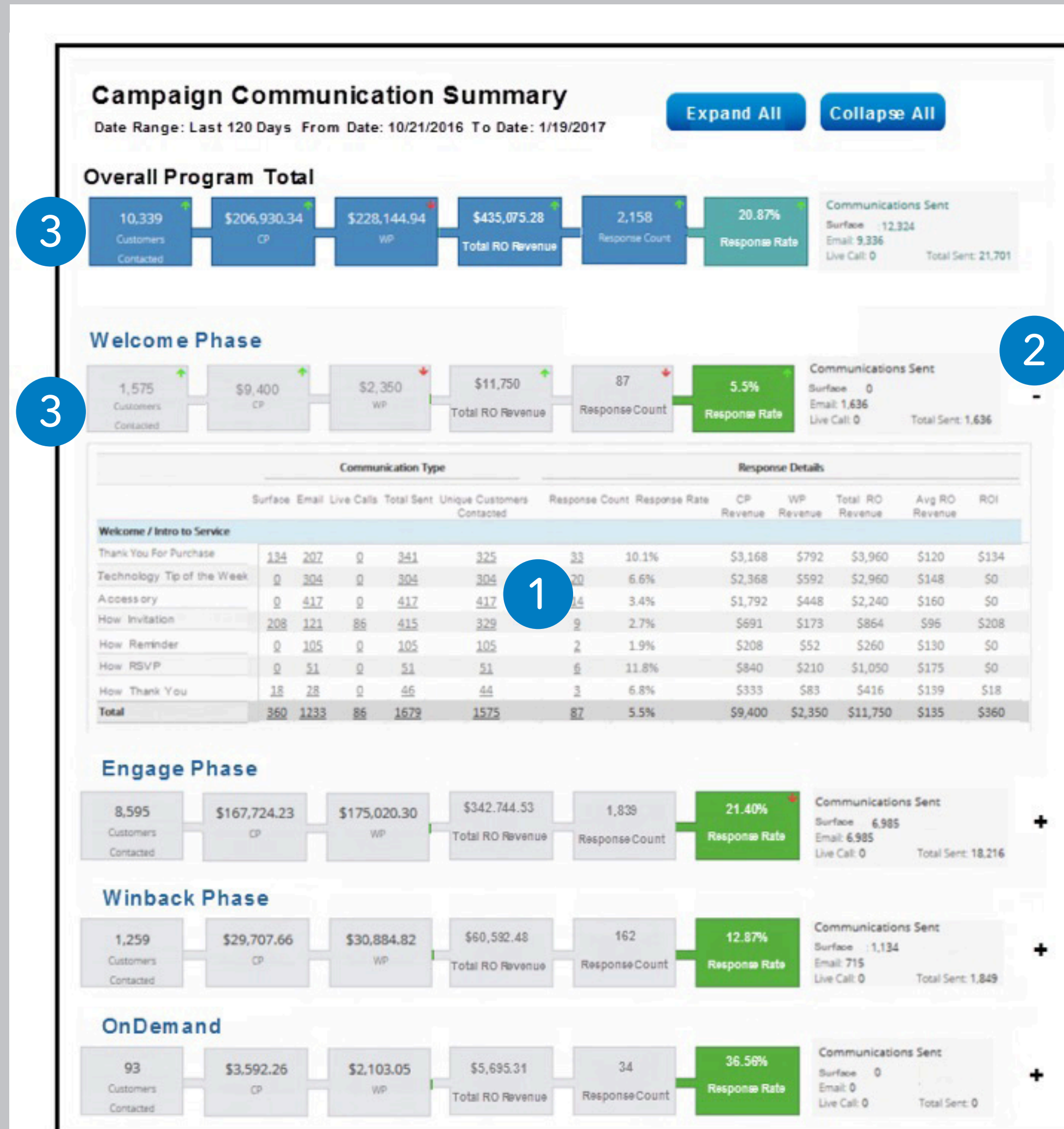
| |
|-----------------------|
| Welcome Phase |
| Engage Phase |
| Winback Phase |
| OnDemand |
| Communication Summary |
| Trend Analysis |
| Manage Subscriptions |
| Channel Reports |



Communication Summary

Communication Summary contains:

- 1 Communication counts by channel for each communication along with response and revenue data.
- 2 Communication and response data is grouped by phase in expandable/collapsible sections.
- 3 Aggregate high level totals are always visible for each phase for comparison.
- 4 Report offers the ability to drill down to communication and response detail level by clicking on underlined fields.



Communication Summary (Exported View)

This excel friendly view is accessed by exporting the Communication Summary to excel through the export/print options menu (see slide 6).

Campaign Communication Summary

Date Range: Last 120 Days
From Date: 10/21/2016 To Date: 1/19/2017

Honda Motors
Anytown, CA

Dealer No.: 000000

Org ID: 000000

Welcome

| | | | | | | | | | | | | |
|----------------------------|-------------------|--------------------|------------------|--------------------|--------------------|------------------|-------------|----------------|----------------|-----------------|--------------|--------------|
| Thank You For Purchase | <u>134</u> | <u>207</u> | <u>0</u> | <u>341</u> | <u>325</u> | <u>33</u> | 10.1% | \$3,168 | \$792 | \$3,960 | \$120 | \$134 |
| Technology Tip Of The Week | <u>0</u> | <u>304</u> | <u>0</u> | <u>304</u> | <u>304</u> | <u>20</u> | 6.6% | \$2,368 | \$592 | \$2,960 | \$148 | \$0 |
| Accessory | <u>0</u> | <u>417</u> | <u>0</u> | <u>417</u> | <u>417</u> | <u>14</u> | 3.4% | \$1,792 | \$448 | \$2,240 | \$160 | \$0 |
| How Invitaion | <u>208</u> | <u>121</u> | <u>86</u> | <u>415</u> | <u>329</u> | <u>9</u> | 2.7% | \$691 | \$173 | \$864 | \$96 | \$208 |
| How Reminder | <u>0</u> | <u>105</u> | <u>0</u> | <u>105</u> | <u>105</u> | <u>2</u> | 1.9% | \$208 | \$52 | \$260 | \$130 | \$0 |
| How RSVP | <u>0</u> | <u>51</u> | <u>0</u> | <u>51</u> | <u>51</u> | <u>6</u> | 11.8% | \$840 | \$210 | \$1,050 | \$175 | \$0 |
| How Thank You | <u>18</u> | <u>28</u> | <u>0</u> | <u>46</u> | <u>44</u> | <u>3</u> | 6.8% | \$333 | \$83 | \$416 | \$139 | \$18 |
| Total Welcome | <u>360</u> | <u>1233</u> | <u>86</u> | <u>1679</u> | <u>1575</u> | <u>87</u> | 5.5% | \$9,400 | \$2,350 | \$11,750 | \$135 | \$360 |

Engage

| | | | | | | | | | | | | |
|-----------------------|-------------------|-------------------|-----------------|-------------------|-------------------|------------------|-------------|----------------|----------------|----------------|--------------|--------------|
| Service Reminder | <u>134</u> | <u>207</u> | <u>0</u> | <u>341</u> | <u>325</u> | <u>33</u> | 10.1% | \$3,168 | \$792 | \$3,960 | \$120 | \$134 |
| Thank You For Service | <u>0</u> | <u>304</u> | <u>0</u> | <u>304</u> | <u>304</u> | <u>20</u> | 6.6% | \$2,368 | \$592 | \$2,960 | \$148 | \$0 |
| Total Engage | <u>134</u> | <u>511</u> | <u>0</u> | <u>645</u> | <u>629</u> | <u>53</u> | 8.2% | \$5,536 | \$1,384 | \$6,920 | \$131 | \$360 |

Winback

| | | | | | | | | | | | | |
|----------------------|-------------------|-------------------|------------------|-------------------|-------------------|------------------|-------------|----------------|--------------|----------------|--------------|--------------|
| Spring 2017 | <u>0</u> | <u>417</u> | <u>0</u> | <u>417</u> | <u>417</u> | <u>14</u> | 3.4% | \$1,792 | \$448 | \$2,240 | \$160 | \$0 |
| Summer 2017 | <u>208</u> | <u>121</u> | <u>86</u> | <u>415</u> | <u>329</u> | <u>9</u> | 2.7% | \$691 | \$173 | \$864 | \$96 | \$208 |
| Total Winback | <u>208</u> | <u>538</u> | <u>86</u> | <u>832</u> | <u>746</u> | <u>23</u> | 2.8% | \$2,483 | \$621 | \$3,104 | \$256 | \$208 |

OnDemand

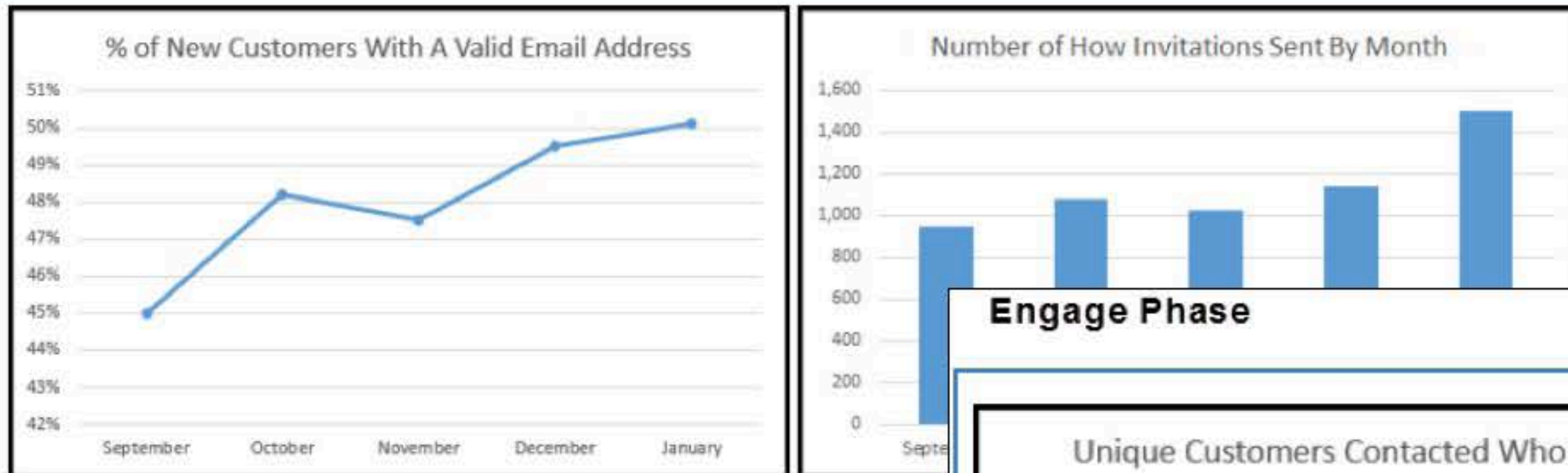
| | | | | | | | | | | | | |
|-----------------------|-------------------|-------------------|------------------|-------------------|-------------------|-----------------|-------------|--------------|--------------|--------------|-------------|--------------|
| Test Drive | <u>208</u> | <u>121</u> | <u>86</u> | <u>415</u> | <u>329</u> | <u>9</u> | 2.7% | \$691 | \$173 | \$864 | \$96 | \$208 |
| Total OnDemand | <u>208</u> | <u>121</u> | <u>86</u> | <u>415</u> | <u>329</u> | <u>9</u> | 2.2% | \$691 | \$173 | \$864 | \$96 | \$208 |

| | | | | | | | | | | | | |
|--------------------|-------------------|--------------------|-------------------|--------------------|--------------------|-------------------|-------------|-----------------|----------------|-----------------|--------------|----------------|
| Grand Total | <u>910</u> | <u>2403</u> | <u>258</u> | <u>3571</u> | <u>3279</u> | <u>172</u> | 4.8% | \$18,110 | \$4,528 | \$22,638 | \$618 | \$1,136 |
|--------------------|-------------------|--------------------|-------------------|--------------------|--------------------|-------------------|-------------|-----------------|----------------|-----------------|--------------|----------------|

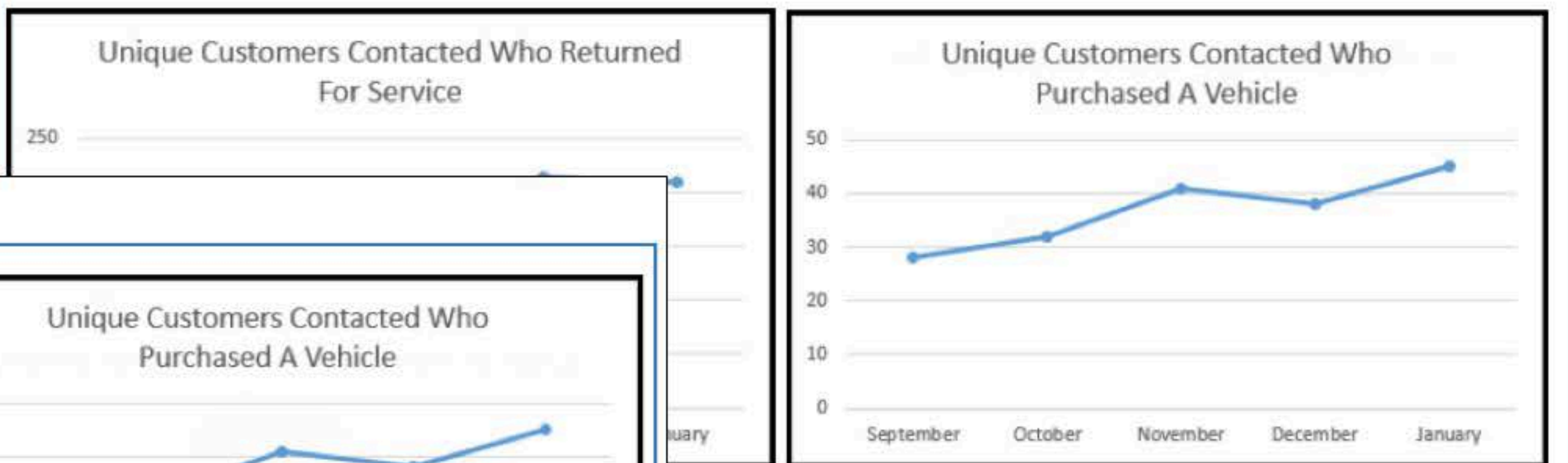
Trend Analysis contains:

- KPI's found within each phase arranged in a single view for comparison.

Welcome Phase



Engage Phase





Winback Phase



Manage Subscriptions

Manage Subscriptions contains:

- Consolidated view of all reports that the logged in user is currently subscribed to with the option to see last published time stamp and details as well as the ability to delete the subscription.

| Manage Subscriptions | | | | | |
|----------------------|-----------|------------------------|----------------|---|---|
| Report | File Type | Subject | Last Published | Details | Delete |
| Welcome Phase | PDF | Welcome Communications | 1/5/2017 06:00 |  |  |
| <div>Close</div> | | | | | |

Billing Summary

Billing Summary provides information on:

- Line item billing detail for each month

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Dealer Billing Summary

Report Generated: 01/16/2017

Date Range: Last Month From Date: 12/01/2016 To Date: 12/31/2016

Honda Motors

Anytown, CA

Dealer No.: 000000

Org ID: 000000

| Program ID | Service Category | Category Description | Charge Description | Debit/Credit | Billing Quantity | Billing Amount |
|------------|------------------|----------------------|----------------------|--------------|------------------|----------------|
| DMPP | OTC000059 | Digital | SVC_PKG-Digital | D | 1 | \$350.00 |
| HOWC | OTC000036 | Services | 29324_SVC_HOW-INVITE | D | 1,185 | \$237.00 |
| HOWC | OTC000034 | Printing | 29324_SVC_HOW-INVITE | D | 1,185 | \$308.10 |
| HOWC | OTC000104 | Postage | 29324_SVC_HOW-INVITE | D | 1,185 | \$485.85 |
| Total | | | | | | \$1,380.95 |

Customer Information Updates – Non-DMS

Customer Information Updates –
Non-DMS provides information on:

- Updates to customer information outside of those received in the Dealer Management System



Customer Information Updates - Non-DMS

Honda Motors
Anytown, CA

Dealer No.: 000000

Org ID: 000000

Report Ran on: 01/13/2017 Measurement as of : 01/03/2017

Month: December 2016

Detail

| Modified Date | First Name | Last Name | Address | City | State | ZIP Code | Email Address | Phone Number | Updated |
|---------------|------------|-----------|-----------------|---------|-------|----------|--|--------------|---------------|
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |
| Dec 2016 | John | Smith | 180 Main Street | Anytown | CA | 90000 | Test@sample.com | 888-888-8888 | Email Address |

Notes

In the event you download your permissioned email addresses (including appended data) from Epsilon| RMS and use it yourself or through a third party, you are solely responsible for complying with all applicable laws, including but not limited to compliance with all consumer elections not to receive future electronic messages from you and the CAN-SPAM Act. You should NOT use your permissioned email addresses more than ten (10) times from the date you download it from Epsilon| RMS.

If while using the permissioned email addresses you or a third party receives a request from a consumer not to receive further electronic messages or marketing solicitations, you are responsible for documenting it and notifying Epsilon | RMS within five (5) business days of the request to unsubscribe. Your unsubscribe notification must include your dealership ID, a time and date stamp, and the email address of the unsubscribed.

Epsilon| RMS will not engage with any third party email service providers on your behalf. It is your responsibility to ensure that appended data/outside lists can be used in accordance to a third party email service provider's usage specifications.

You acknowledge that Epsilon| RMS shall have no liability to you as a result of your use of email data provided by/from Epsilon| RMS. Furthermore, you shall defend, indemnify and hold harmless Epsilon| RMS from and against any and all suits, claims, and actions, and the damages, costs, liabilities and expenses (including reasonable attorneys' fees) arising there from or arising out of your use of email related data with other persons or companies.

Customer Opt-Out

Customer Opt-Out provides information on:

- Customers who have actively opted out a communication channel.
- Opt out information comes from Harmony (email provider) for email, ECRM for Surface, and Do Not Call database for Phone.

Customer Opt-Outs

Report Generated: 01/16/2017

Date Range: Last 90 Days From Date: 10/18/2016 To Date: 01/16/2017

Opt-Out Channel: All

| Opt-Out Channel | Count |
|-----------------|-------|
| Do Not Contact | 3 |
| Do Not Mail | 28 |
| Do Not Call | 17 |
| Do Not Email | 54 |

Detail

| First Name | Last Name | Address | City | State | Postal Code | Home Phone | Business Phone | Email Address | Opt-Out Channel | Opt-Out Date |
|------------|-----------|-----------------|---------|-------|-------------|--------------|----------------|--|-----------------|--------------|
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Email | 1/17/2017 |
| John | Smith | 180 Main Street | Anytown | CA | 90000 | 888-888-8888 | 999-999-9999 | Sample@Test.com | Do Not Call | 1/17/2017 |

Honda Motors
Anytown, CA

Dealer No.: 000000
Org ID: 000000

Digital Impressions

Digital Impressions provides information on:

- The count of digital impressions served to customers by week.
- The count of impressions served on tablets, mobile devices, and computers.



Honda Motors
Anytown, CA

Dealer No: 000000
Org ID: 000000

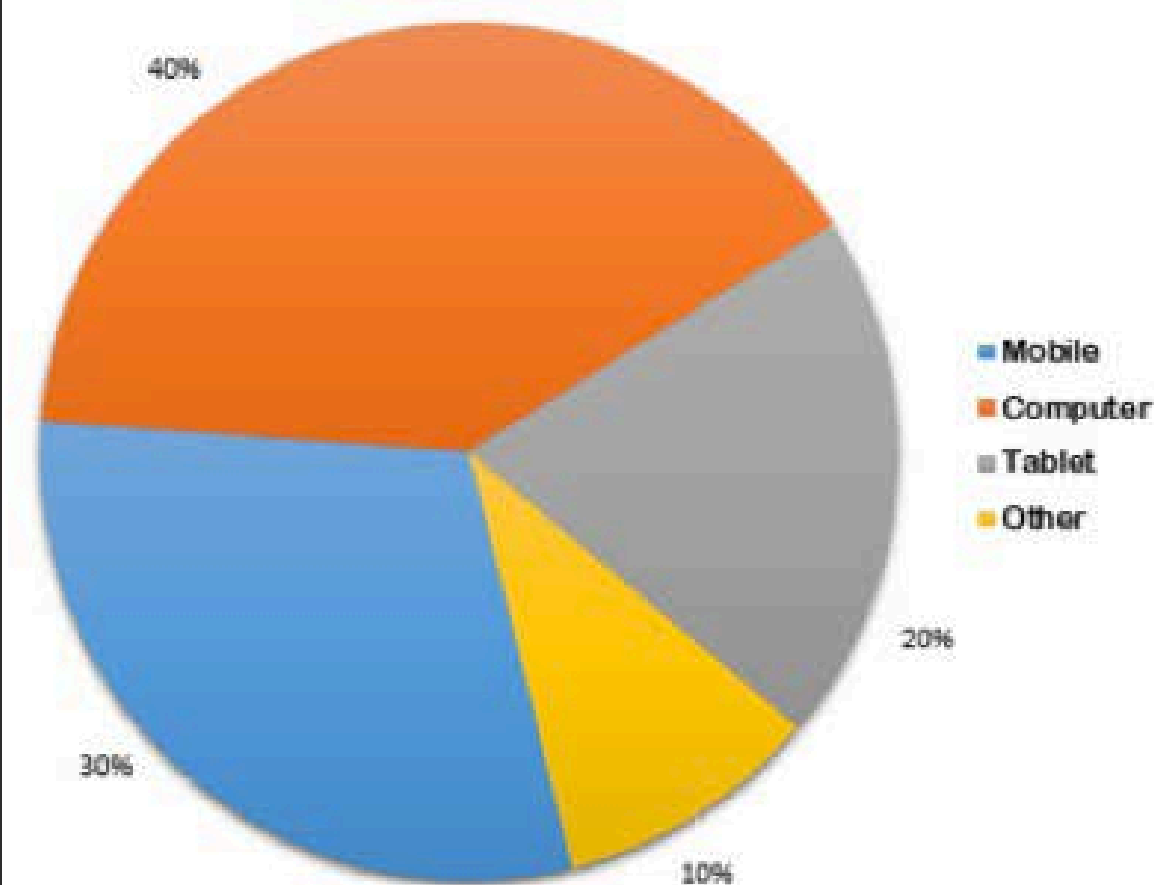
Digital Impressions Report

Report Generated: 3/1/2016

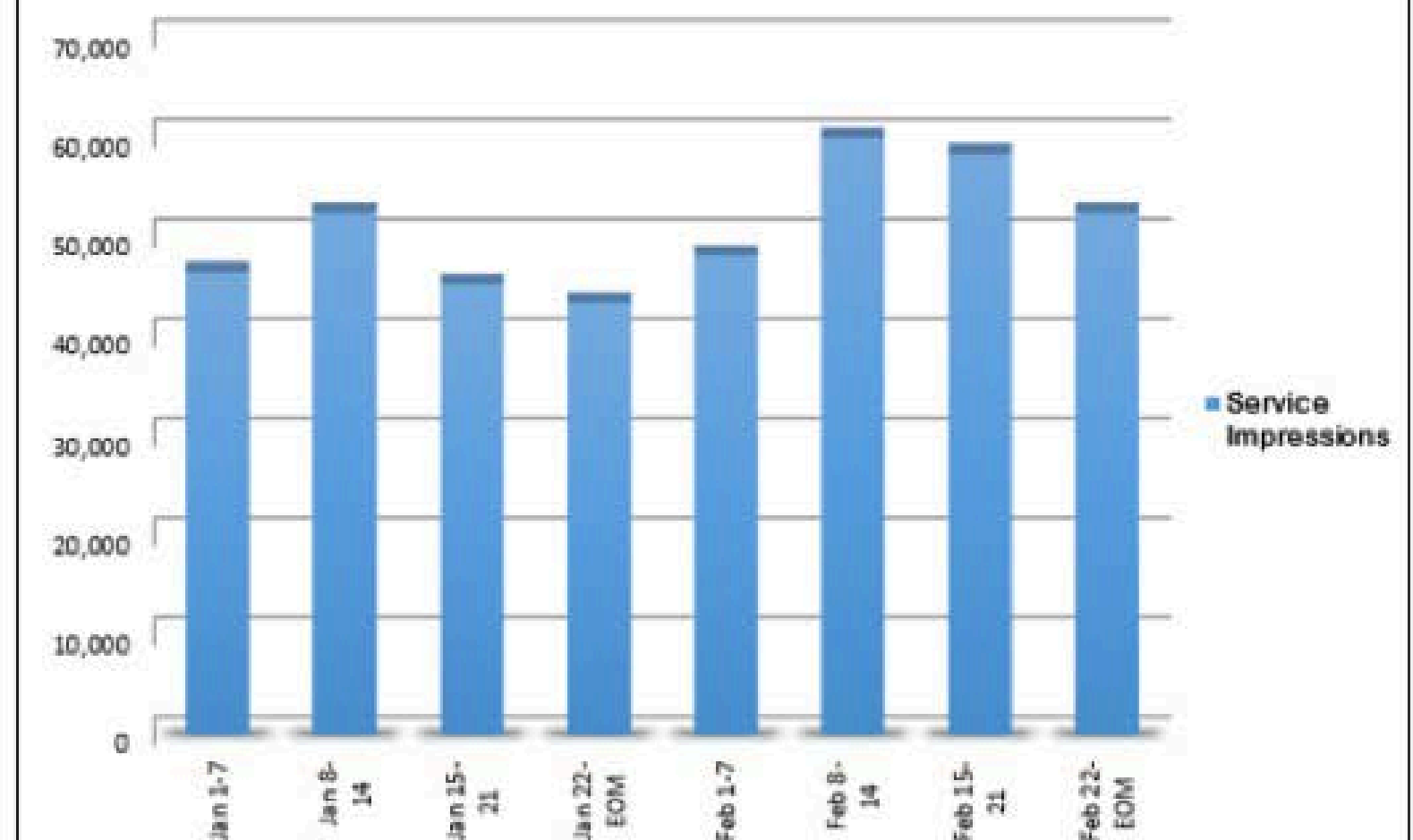
Last 60 Days: From Date: 1/1/2016 To Date: 2/28/2016

| Days of the Month | 1-7 | 8-14 | 15-21 | 22-EOM | Total |
|-------------------|--------|---------|--------|---------|---------|
| Impressions | 96,439 | 106,590 | 98,469 | 104,561 | 406,059 |

Impressions By Device Type




Impressions By Time Period



Email Summary (cont'd)

Email Summary drill-down:

- Clicking on underlined fields in the Email Summary will open a drill-down report of that campaign's contact list for each disposition.

| <div><div>< 1 2 3 4 5 ... 80 81 ></div><div> Honda Motors Anytown, CA</div><div>Dealer No.: 000000 Org ID: 000000</div></div> | | | | | | | | | | |
|---|-------------------|---------|-------|------------|--------------|--------------|-------------------|--------------------|--------------|--|
| Email Contact Details Report Ran On 05/18/2017 Last 180 days: From Date: 11/19/2016 To Date: 05/18/2017 Campaign Name: SEASONAL - SPRING Model Year Range: All Customer Segment: All Model: All | | | | | | | | | | |
| Detail | | | | | | | | | | |
| Full Name | Address | City | State | ZIP Code | HomePhone | Work Phone | Vehicle | VIN | Mobile Phone | Emailaddress |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |
| John Smith | 12345 Main Street | Anytown | CA | 12345-6789 | 888-888-8888 | 999-999-9999 | 2010 Honda Accord | 1H2ADF4564ADF6YG76 | 444-444-4444 | TEST@SAMPLE.COM |

Response Match Window

180 Days for HOW and 90 Days for all others from estimated in-home date.

Response Match Logic

- VIN
- Last Name, Address 1, City, State
- Last Name, Address 1, ZIP
- Address 1, City, State
- Address 1, ZIP

- Each repair order is counted as a response match.
- Match window is based on repair order open date.
- If a repair order is matched to multiple campaign communications a response is counted for each qualifying campaign.
- RO Detail reflects servicing VIN if soliciting different VIN from multi-VIN household.