



Mercedes-Benz

## 2017 Digital Service Drive Program Overview

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### Overview: Digital Service Drive Product Suite

The Mercedes-Benz Digital Service Drive is a suite of technology components designed to optimize dealer efficiency and increase the customer experience. The Digital Service Drive has been optimized for 2017 and now delivers the following technology offerings:

- **DSD Communication** allows dealers to efficiently communicate with both customers and internal dealer personnel. *Now includes multiple all new features.*
  - **DSD Payment** allows dealers to accept customer payments on a unified platform via the customers' preferred method of payment (online, swiper, credit card entry, etc.). *Now includes multiple all new features.*
  - **DSD Lane** features heavy integrations with exclusive MB data feeds and allows advisors to efficiently conduct a visual inspection upon customer arrival.
  - **DSD Appointment** allows customers to request an appointment with minimal required inputs, and features integration with the DSD portal (myKaarma application).
  - *Please note: DSD Inspect, a Multi-Point Inspection tool optimized with multiple MB data feeds, is also available within the DSD program as an optional upgrade. Information regarding DSD Inspect is provided in the DSD Inspect program overview.*
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### DSD Communication

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DSD Communication provides a unified platform to communicate with customers via text, call or email. One unified number is used for both texts and voice calls for all advisors. Customers can save that one number on their phone as the name of the dealership, so that when they text/call that number, it is automatically routed to the advisor they are working with during that particular service visit.

All communication is stored for up to 7 years, allowing your dealership to avoid unnecessary disputes.

New features for 2017 include the following:

- **Internal Communication:** Dealer personnel can communicate with customers and internal personnel on the same unified platform.
- **DSD Inspect Integration:** Dealers can have inspection results sent via text to the customer using the dealer's DSD Communication (myKaarma) phone number.
- **No Variable Costs:** Monthly pricing remains the same regardless of high text and voice usage.
- **Mobile App:** DSD Communication can be accessed via one's smart phone (iPhone and Android).
- **Picture and Video Capability:** Capture and send pictures and videos to customers and internal personnel.
- **Voice Transcription:** Recorded calls automatically show in text form.
- **Group Messaging:** Dealers can send the same message to multiple customers via individualized communication threads.



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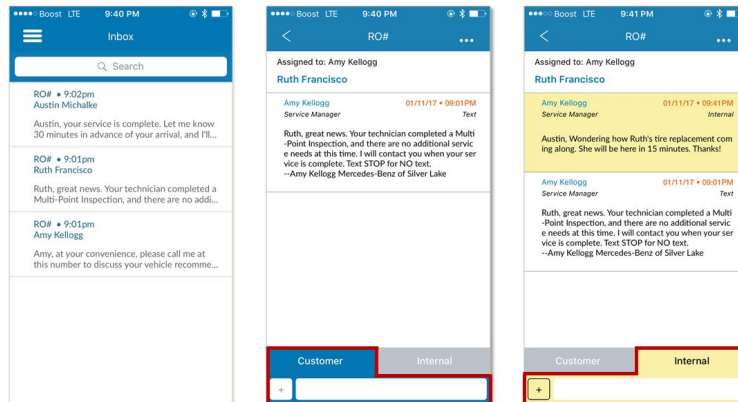
### DSD Communication (Continued)

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New features for 2017 include the following (Continued):

- **Deferred Messaging:** Schedule texts to go out at a later date/time.
- **Out-of-office:** Deliver automatic responses to incoming texts.
- **MDLAutomation Integration:** Automatically provide text updates to customer as car navigates through service journey (i.e. Your vehicle is in the car wash).
- **Text Survey Links:** Text customers to request the leave a review on Yelp, Google, or DealerRater.

#### Mobile App



### DSD Payment

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DSD Payment provides a unified platform to accept payments across the entire dealership via the customer's preferred method of payment (online prior to pick-up, swiper, credit card entry, etc.). DSD Payment allows each department in the dealership to accept payment using the same platform. By simplifying the reconciliation process, DSD Payment can save the back office approximately one hour each day.

New features for 2017 include the following:

- **Online Service Contract Sales:** Accept payment for service contracts sold online.
  - o **Significant ROI:** Margin when sold at MSRP is \$100 per contract.
  - o DSD monthly base bill can be paid off with only 15 – 18 contract sales per month.
  - o **\*\*Please note: Only DSD dealers can utilize this exciting feature, as DSD Payment is the only approved payment mechanism.**
- **Multi-Department Payment:** Payment can be accepted for all departments (Parts, body shop, Sales, etc.).
- **Electronic Signature Capture:** Accept customer signatures electronically during the online payment process (compliant with MBUSA warranty policy!).



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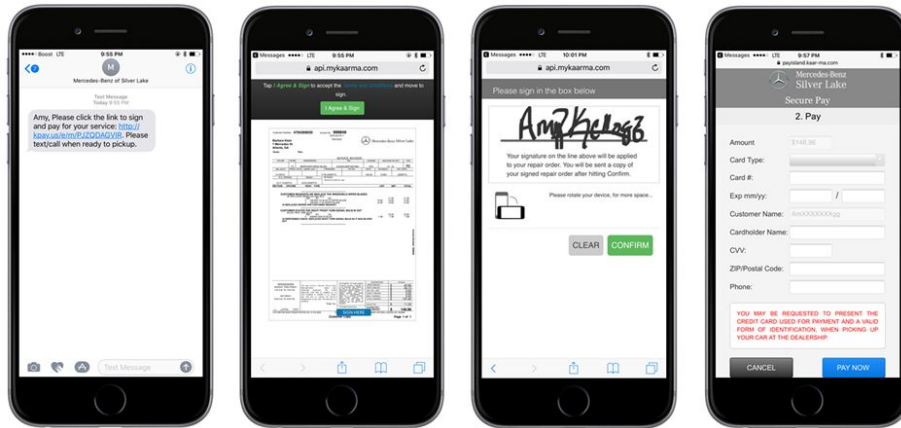
### DSD Payment (Continued)

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New features for 2017 include the following (Continued):

- **iPad EMV Swipers** are available.

#### Online Bill Pay Process

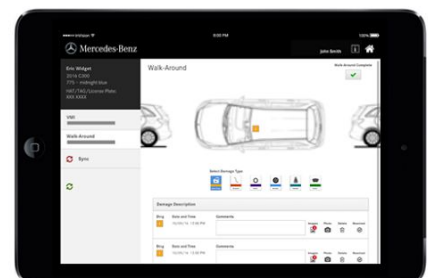
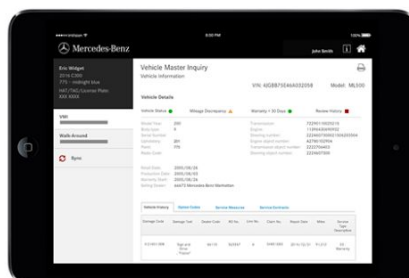
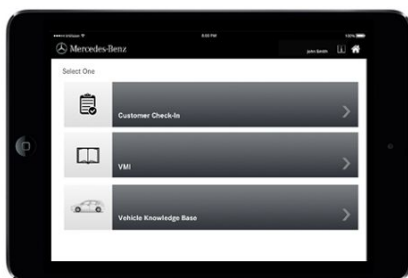


### DSD Lane

The all new DSD Lane has been developed by Mercedes-Benz based on dealer feedback. DSD Lane provides valuable information about customers and vehicles through access to multiple exclusive Mercedes-Benz data feeds such as the Vehicle Master Inquiry, the CAC Vehicle Knowledge Base, and Medallia. DSD Lane also provides an intuitive platform through which dealers can conduct a visual inspection.

Focusing on critical elements and presenting them independently allows this tool to accommodate a variety of service environments.

DSD Lane is fully integrated with myKaarma, so Walk-Around Summary reports can be sent to customers and will be stored in the DSD (myKaarma) portal.





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### DSD Appointment

The all-new DSD Appointment platform is a Mercedes-Benz developed solution designed to simplify the scheduling process for both customers and dealers. It requires minimal customer inputs, ensuring the scheduling process is simple and intuitive for the customer. The scheduling request form is integrated with MB digital properties such as Engage and Mercedes me to allow known customer information to populate the scheduling request form, further simplifying the user experience.

Integration with myKaarma allows the service request to be sent to the DSD online portal (myKaarma application), where the dealer's appointment scheduling personnel will review, ensure appointment availability in the DMS, and follow up with the customer directly. This simplified process eliminates the need for DMS dependency and associated fees.

### Exclusive Program Offering: Product Training

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To help DSD dealers benefit from the plethora of functionality available within the 2017 Digital Service Drive, myKaarma will provide in-person training to each DSD dealer on an ongoing basis. Training will be conducted at a minimum of twice per year.