

DigitalServiceDrive

2017 Strategy



2017 Digital Service Drive

Available Webinars

Available Webinars	Link to Webinar
Executive Summary: 2017 Digital Service Drive	https://drive.google.com/file/d/0B_ISoNGj7I_1UGNRaWhJT081SGs/view?usp=sharing
DSD Inspect: Product Overview	https://drive.google.com/file/d/0B_ISoNGj7I_1TV9ld3ZYTndhaHc/view?usp=sharing
DSD Communication: Product Overview	https://drive.google.com/file/d/0B_ISoNGj7I_1LVRWRUpHT0Ewa3M/view?usp=sharing
DSD Payment: Product Overview	https://drive.google.com/open?id=0B_ISoNGj7I_1NG9FRWdDVXBRUDg
DSD Payment: Ability to Sell Service Contracts Online	https://drive.google.com/file/d/0B_ISoNGj7I_1VjBObVIEZmpuazg/view
DSD Lane: Product Overview	https://drive.google.com/file/d/0B_ISoNGj7I_1MGtERHFUem1wN1k/view?usp=sharing
DSD Appointment: Product Overview	https://drive.google.com/file/d/0B_ISoNGj7I_1VHR2V2U2U2xPb2c/view

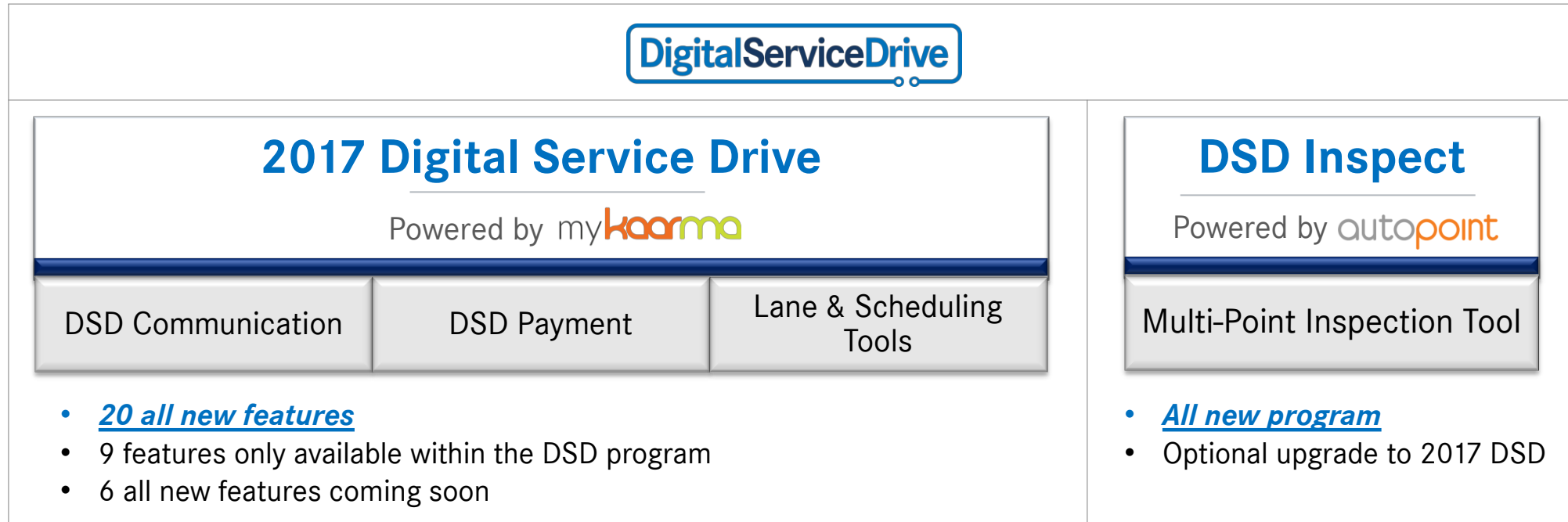
2017 Digital Service Drive Overview

- DSD is a suite of technology components that optimize dealer efficiency, increase the customer experience and drive dealer revenue.
 - **DSD Communication** allows dealers to communicate with customers and internal dealer personnel with extreme efficiency.
 - **DSD Payment** allows dealers to accept customer payments on a unified platform.
 - **DSD Lane** gives dealers access to exclusive MB data and equips them to conduct a visual inspection.
 - **DSD Appointment** allows customers to submit an appointment request that will automatically transfer to the DSD (myKaarma) portal.
 - **DSD Inspect** is the all new Multi-Point Inspection tool that makes it easy for customers to understand service recommendations. *(Optional upgrade)*



2017 Digital Service Drive Overview

- The 2017 DSD has been refined to heavily focus on the components with a **proven impact on CEI** (DSD Communication, DSD Payment).
- DSD now offers DSD Inspect, MBUSA's all new Multi-Point Inspection tool, as an optional upgrade. DSD Inspect has been **proven to triple the likelihood of customer work approval, delivering a substantial ROI.**



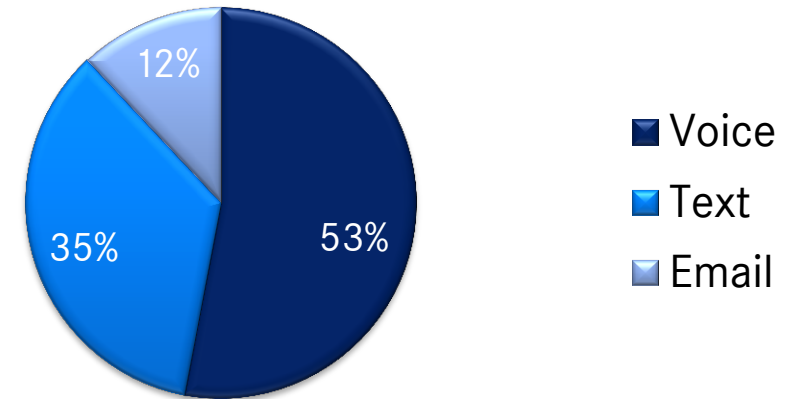
2017 Digital Service Drive Overview

DSD Communication

- DSD Communication provides a unified platform to communicate with customers via text, call or email.
 - A common misperception is that DSD Communication just lets advisors text.
 - **The trick is to have a unified number for both texts and voice calls for all advisors, and to save that contact number as the name of the dealership on the customer's phone when they come in.**

Texting
≠
Communications

Customer Communication Channel Preference

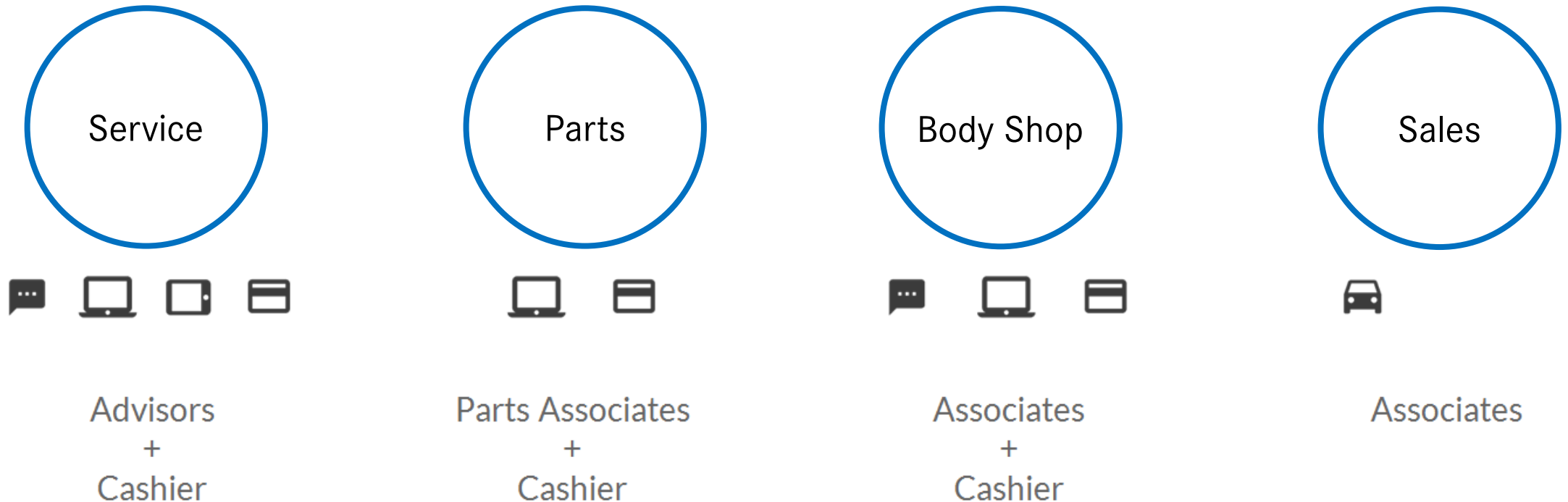


- The majority of MB customers prefer voice as their communication preference.
- While text is growing, utilization is still at 35%.
- All communication is stored for 7 years.

2017 Digital Service Drive Overview

DSD Payment

- DSD Payment delivers 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 brings significant efficiency to the traditional reconciliation process (saves ~1 hr. per day).

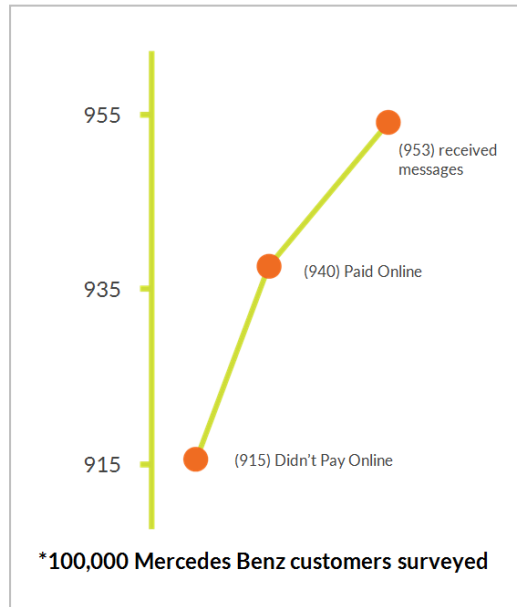


2017 Digital Service Drive Overview

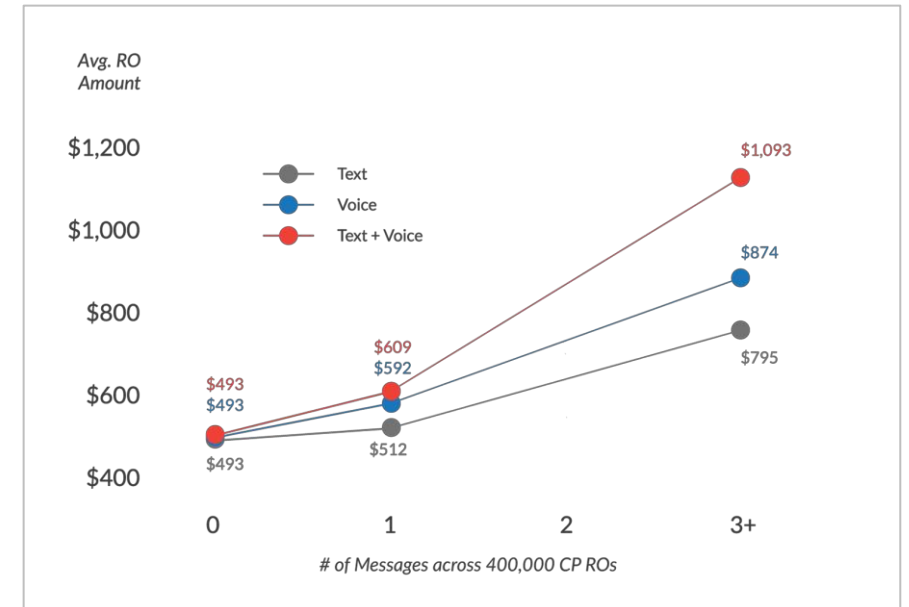
Impact of DSD Communications & Payment

- DSD Communication & Payment have a **proven impact on dealers' CEI scores.**

CEI scores increase by +42 points on average when advisors regularly communicate with customers during their service visit, and by **+25 points** on average when customers pay their bill online.



CP RO value has been proven to double on average when advisors regularly communicate with customers during their service visit.



2017 Digital Service Drive Overview

DSD Payment Exclusive Feature: Online Service Contract Sales

- MBUSA is soon to launch the ability to sell service contracts **online**.
 - **Significant ROI:** Margin when sold at MSRP is \$100 per contract.
 - **DSD monthly base price can be paid off with only 15 – 18 contract sales per month.**
 - **Only DSD dealers can utilize this exciting feature, as DSD Payment is the only approved payment mechanism.**

Prepaid Maintenance and Essential Care Packages

1. Identify Vehicle 2. Select Package 3. Review Terms & Conditions 4. Checkout

Identify Vehicle

In order to successfully serve your vehicle's needs, we need the following information.

Location: 30346

Vehicle VIN (17 digits): WDDG4H82CF888413

Selected Dealership: RBA of Atlanta, Inc. 7640 ROSWELL ROAD, ATLANTA, GA 30350 (770) 390-0700

Nearby Dealership: RBA of Atlanta, Inc. 7640 ROSWELL ROAD, 4.5 mi

Vehicle Mileage: 70000

1. Identify Vehicle 2. Select Package 3. Review Terms & Conditions 4. Checkout

Select Package

Participating Dealer Selected: RBA of Atlanta, Inc. 7640 ROSWELL ROAD, ATLANTA, GA 30350 (770) 390-0700

Your Vehicle: VIN: WDDG4H82CF888413 Mileage: 70,000 4.5 mi

Available Packages

Based on the information you provided, your vehicle is eligible for the following packages.

Prepaid Maintenance: 2 Services 3 Services

Essential Care Plan: No packages available for this product.

Purchase Price: \$950.00 *Tax (Sales Tax): \$64.50 Total Purchase Price: \$1,014.50

Personal Information

First Name: Amy Last Name: Kelllogg Email: amy.kelllogg@mbusa.com Phone Number: 4702134983

Address: 303 Perimeter Center North, Atlanta, Georgia 30346, ZIP: 30346

1. Identify Vehicle 2. Select Package 3. Review Terms & Conditions 4. Checkout

Review Terms & Conditions

Participating Dealer Selected: RBA of Atlanta, Inc. 7640 ROSWELL ROAD, ATLANTA, GA 30350 (770) 390-0700

Your Vehicle: VIN: WDDG4H82CF888413 Mileage: 70,000 4.5 mi

Selected packages: Prepaid Maintenance 2 Services

Personal Information: Amy Kelllogg, 303 Perimeter Center North, Atlanta, GA 30346, 4702134983, amy.kelllogg@mbusa.com

Terms & Conditions

CANCELLATION: Subject to any specific exclusions or limitations under State law, this Agreement cannot be cancelled by the purchaser and is not refundable.

If you have not paid for this Agreement in full and a lien is outstanding against the Vehicle and/or this Agreement itself, any permitted cancellation refund under State law will be made payable to the Lessor/Lender. Should the Vehicle be repossessed, any cancellation rights hereunder shall transfer to the Lessor/Lender as its interest may appear, and the Selling Dealer, or any Authorized Mercedes-Benz Dealer, agrees to effect cancellation at such Lessor's/Lender's request only pursuant to the terms of cancellation set forth above.

☒ I have read and agree to the terms and conditions

Secure Pay

2. Pay

Amount: \$1014.50

Card Type:

Card #:

Exp mmyy: /

Customer Name: AmyXXXXXXXXXX

Cardholder Name:

CVV:

ZIP/Postal Code:

Phone:

Contact Us:

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English / Français (CA)

2017 Digital Service Drive Overview

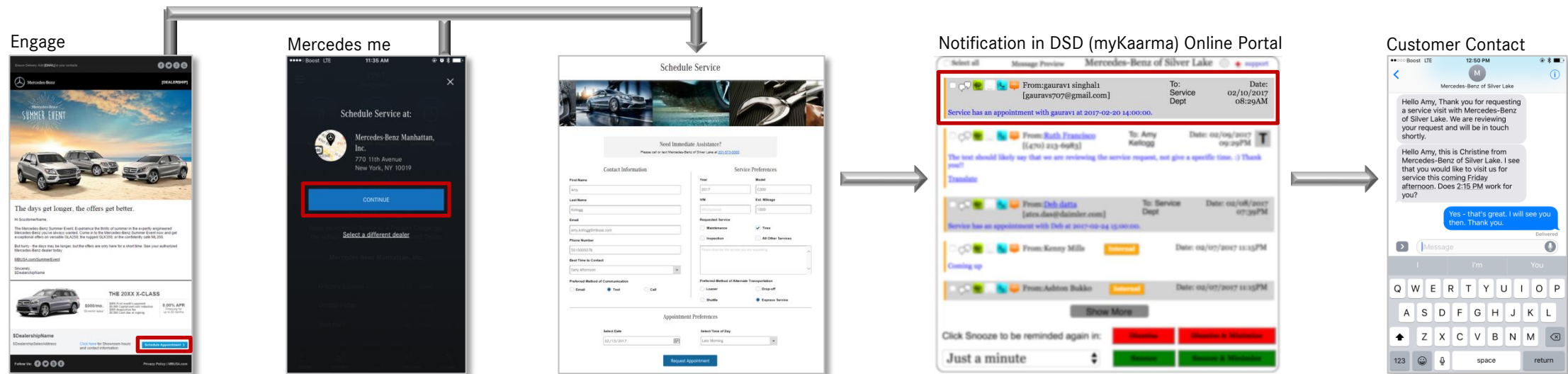
DSD Communication & Payment New Features

<u>EXCLUSIVE</u> for the 2017 Digital Service Drive	All New Features	Coming Soon
Online Service Contract Sales: Accept payment for service contracts sold online (<u>SIGNIFICANT ROI</u>)	Internal Communications: Communicate with teammates <i>and</i> internal dealer personnel	Text Recalls Campaigns: Alert to customers when their vehicle has a recall
DSD Inspect Integration: Text customer a link to inspection results using myKaarma number	Mobile App: Communicate with teammates and customers from smart phone (iPhone and Android)	Pickup & Delivery: Ability to manage customer vehicle pickups and drop-offs using DSD platform
In-person Training: myKaarma expert to visit dealership on an ongoing basis	Picture and Video Capability: Capture and send pictures and videos to teammates and customers	Video Documentaries: Tutorials of product functionality
Electronic Signature Capture: Accept customer signatures electronically during online payment process (<i>Compliant with MBUSA warranty policy!</i>)	Voice Transcription: Recorded calls automatically show in text form	Smart Assist: Robot-assisted communication
Multi-Department Payment: Accept payments for all departments	Group Messaging: Send the same message to multiple customers via individualized communication	Full BDC Solution: Ability for user to access DSD Communication & Payment for multiple stores using one login (helpful for dealer groups & sister stores)
No Variable Costs (Text, Voice, \$\$)	Deferred Messaging: Schedule texts to go out at a later date/time	Digital Shopping Experience: Ability to accept payment holds for vehicles purchased online
VMI Integration: myKaarma can leverage MB-exclusive data	Out-of-office: Automatic reply to texts	
Text Survey Links for Yelp!, Google and DealerRater	iPad EMV swiper	
	MDLAutomation Integration: Automatic text updates to customer as car navigates through service journey	

2017 Digital Service Drive Overview

DSD Appointment

- Customer usage of online appointment booking has not significantly changed in 15 years, despite significant investment from both dealers and MBUSA.
- Mercedes-Benz has created a simplified online appointment request form that is fully integrated with Engage and Mercedes me. Appointment requests feed the DSD (myKaarma) portal, making it easy for BDC agents to review and contact the customer via DSD Communication.

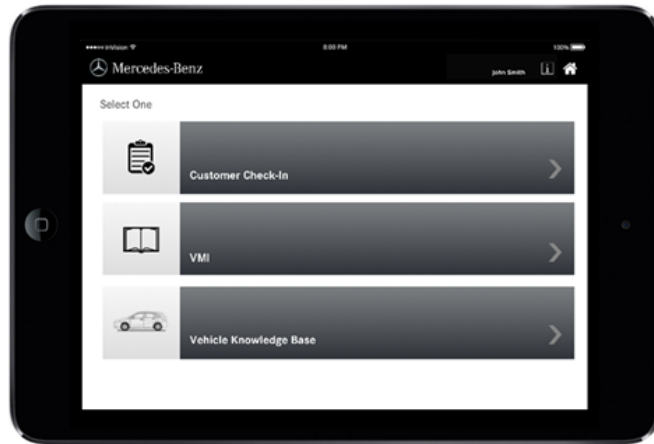


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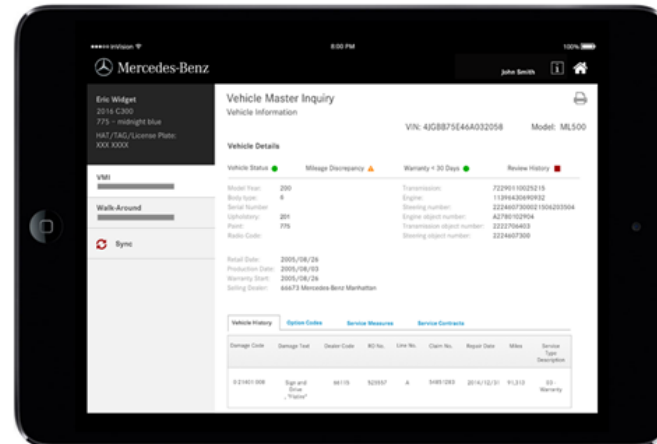
DSD Lane

- The original DSD Lane revealed multiple complexities that hindered usage.
- To alleviate these challenges, Mercedes-Benz has created a simplified lane tablet solution that delivers MB-exclusive data and allows dealer personnel to easily document vehicle damage.

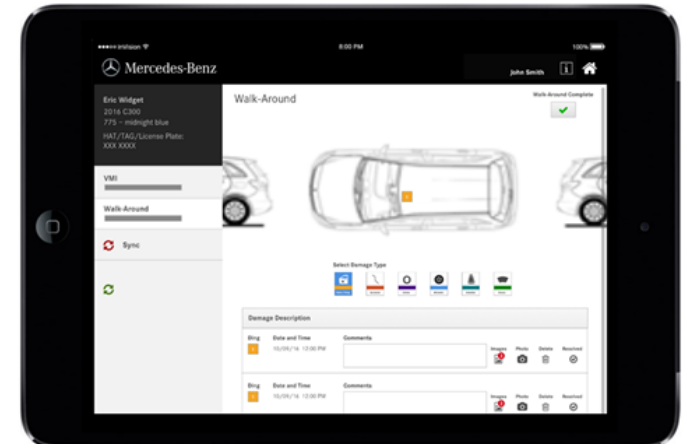
Access to Customer Check-In, VMI, Vehicle Knowledge Base



Full View of Vehicle Master Inquiry (VMI) & Customer Pay Data



Easily Document Vehicle Damage

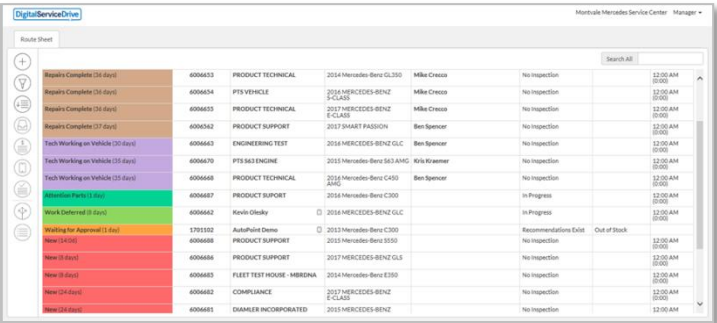


2017 Digital Service Drive Overview

DSD Inspect

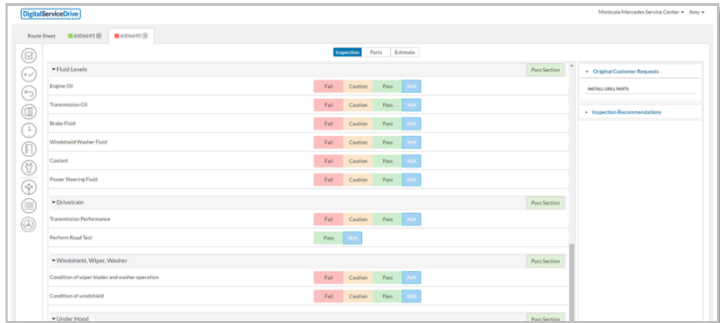
- DSD Inspect is the all new multi-point inspection tool provided by MBUSA, powered by AutoPoint.
- Multiple MB data feeds allow this tool to deliver exclusive insight unavailable with any other tool.
- DSD Inspect organizes the workshop, allow technicians to digitally record inspection results, and makes it easy for customers to understand service recommendations via a customer-specific web experience (OwnerCare).
- Robust reporting allows you to identify dealership bottlenecks.

Route Sheet Shows Work in Process



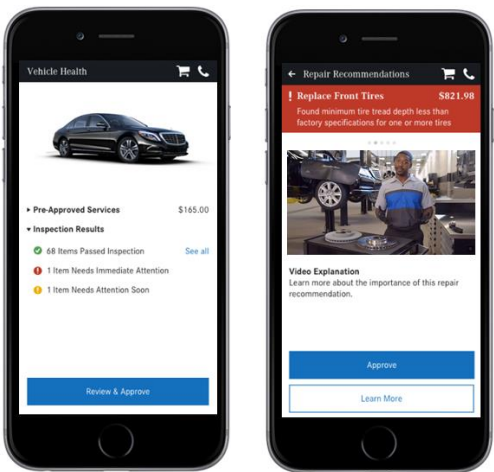
Item	Status	Technician	Vehicle	Due Date
Repair Complete (24 days)	Completed	Mike Cress	2014 Mercedes-Benz GL350	12:00 AM (05/05)
Repair Complete (24 days)	Completed	Mike Cress	2014 Mercedes-Benz E-Class	12:00 AM (05/05)
Repair Complete (24 days)	Completed	Mike Cress	2017 Mercedes-Benz E-Class	12:00 AM (05/05)
Repair Complete (24 days)	Completed	Ben Spencer	2017 Smart Passion	12:00 AM (05/05)
Tech Working on Vehicle (24 days)	In Progress	Ben Spencer	2014 Mercedes-Benz GLC	12:00 AM (05/05)
Tech Working on Vehicle (24 days)	In Progress	Kris Kraemer	2013 Mercedes-Benz S63 AMG	12:00 AM (05/05)
Tech Working on Vehicle (24 days)	In Progress	Ben Spencer	2014 Mercedes-Benz C450	12:00 AM (05/05)
Inspection Parts (2 days)	In Progress		2014 Mercedes-Benz C300	12:00 AM (05/05)
Work Deferred (3 days)	Deferred		2014 Mercedes-Benz GLC	12:00 AM (05/05)
Waiting for Approval (3 days)	Pending		2013 Mercedes-Benz C300	12:00 AM (05/05)
Work (2 days)	Pending		2013 Mercedes-Benz S550	12:00 AM (05/05)
Work (2 days)	Pending		2017 Mercedes-Benz GLC	12:00 AM (05/05)
Work (2 days)	Pending		2014 Mercedes-Benz E350	12:00 AM (05/05)
Work (24 days)	Pending		2017 Mercedes-Benz E-Class	12:00 AM (05/05)
Work (24 days)	Pending		2014 Mercedes-Benz	12:00 AM (05/05)

Dynamic Inspection Form Adjusts to Include Recalls and Vehicle Options



Component	Status	Action
Fluid Levels	Pass	Pass Section
Engine Oil	Fail	Caution
Transmission Oil	Fail	Caution
Brake Fluid	Fail	Caution
Windshield Washer Fluid	Fail	Caution
Coolant	Fail	Caution
Power Steering Fluid	Fail	Caution
Drivetrain	Pass	Pass Section
Transmission Performance	Fail	Caution
Perform Road Test	Pass	Pass
Wheels/Tires, Wipers, Weather	Pass	Pass Section
Condition of upper body and undercarriage	Fail	Caution
Condition of windshield	Fail	Caution
Under Vehicle	Pass	Pass Section

OwnerCare Clearly Explains Recommended Service



2017 Digital Service Drive Overview

Pricing & ROI

	Dealer Tier	<u>Monthly</u> Base Price	Data Integration Fees	<u>One-Time</u> Set-Up and Installation Fee
2017 Digital Service Drive	Small	\$1,495	\$100 - \$450	\$3,100
	Medium	\$1,595	\$100 - \$450	\$3,100
	Large	\$1,795	\$100 - \$450	\$4,400
DSD Inspect	Small	\$1,700	\$75 - \$285	\$2,500
	Medium	\$2,300	\$75 - \$285	\$3,500
	Large	\$2,700	\$75 - \$285	\$3,500

- Included for dealers who sign up for Engage and DSD Inspect will be RetentionPoint, an AutoPoint offering valued at \$399/month.
 - RetentionPoint allows declined services recommendations to feed the Engage platform
- Included for dealers who sign up for DSD Inspect is a robust training program, valued at \$600/month.

Program Return on Investment

- 2017 Digital Service Drive
 - DSD has been proven to impact CEI scores, and the program has been refined to include even more features that will further benefit the customer experience and generate dealership efficiency.
 - **The ability to sell service contracts online will generate a significant ROI for dealers** (\$100 in margin per contract if sold at MSRP).
- DSD Inspect
 - OwnerCare has proven to **triple the likelihood of customer work approval.**
 - Robust reporting suite will **identify bottlenecks in the dealership**, giving you the insight you need to increase efficiency.