



# 2018 Program Rules

**DATE: MARCH 15, 2017**

## QUALIFICATION PERIODS

**2018 Customer First Award for Excellence:** Program qualification period is January 1, 2017 through December 31, 2017. The Program Rules are effective between these dates and will continue until modified or cancelled, as applicable, at any time without notice by FCA US in its sole discretion.

## ELIGIBLE DEALERS

All FCA US dealers who have a Dealer Agreement for any or all of the Chrysler, Jeep, Dodge, Ram and FIAT vehicle lines are eligible to receive the award.

## THE AWARD

The award will be the certification of a dealer as a “Customer First Award for Excellence” dealer for a designated period of time, and will receive the recognition items set forth below under “Certification Recognition.”

A dealer that qualifies for the “2018 Customer First Award for Excellence” will be certified as a “2018 Customer First Award for Excellence” dealer in February 2018, and will remain certified as such through December 31, 2018.

The Award and the corresponding Program Qualification schedule is set forth below:

Award		Qualification Criteria (see below for details)				
Award Distribution Month	Dealer Qualification Period	Sales & Service Performance Measures	Sales & Service Process Validation	Facility Certification	Performance Institute Training Certification (MTR & Level 3)	Dealership Employee Survey
February 2018	1/1/17 – 12/31/17	Yes (12 Mo Score thru Dec 2017)	Yes (Thru 12/31/17)	Yes (1x Thru 12/31/17)	Yes (2017 CY)	Yes (1x Thru 12/31/17)
Validation Methodology:		Customer Experience Survey Scores	In Dealership By Area Manager	In Dealership By Area Manager Plus Customer Experience Scores	Performance Institute	In Dealership By Area Manager

# 2018 Program Rules

## QUALIFICATION CRITERIA

A dealer will qualify for the Customer First Award for Excellence if the dealer satisfies the following criteria:

- SALES AND SERVICE PERFORMANCE:** A Dealer must achieve 12-month Customer Survey scores that are above the following national dealer group benchmarks in the following categories:

Dealer Group Size	Sales Advocacy	Sales Consultant	Thoroughness in Explaining Vehicle Features	Service Advocacy	FFV	Service Advisor	Thoroughness of work performed	MSR
A, B	92.6%	93.6%	91.6%	81.6%	88.5%	85.8%	85.9%	100%
C, D, E	90.9%	92.8%	91.1%	76.5%	86.6%	82.2%	82.3%	100%

- Overall Sales Advocacy:** The percentage of a dealer's customers who return a sales survey with a 9 or 10 score on the question: "How likely are you to recommend dealer for vehicle sales?"
- Overall Sales Consultant Score:** The percentage of a dealer's customers who return a sales survey with a 9 or 10 score on the question: "How satisfied are you with the overall experience with your Sales Consultant?"
  - Dealer is responsible for accurately reporting the Sales Consultant and Sales Manager SID number on all NVDRs
- Thoroughness in Explaining Vehicle Features:** The percentage of a dealer's customers who return a sales survey with a 9 or 10 score on the question: "Now thinking about all aspects of your most recent purchase experience, please rate the thoroughness in explaining your vehicle features?"
- Overall Service Advocacy:** The percentage of a dealer's customers who return a service survey with a 9 or 10 score on the question: "How likely are you to recommend dealer for vehicle service?"
- Fixed First Visit (FFV):** The percentage of a dealer's customers who return a service survey stating "YES" to the question: "Was your vehicle fixed correctly on the first visit?"
- Overall Service Advisor Score:** The percentage of a dealer's customers who return a service survey with a 9 or 10 score on the question: "How satisfied are you with the overall experience with your Service Advisor?"
  - Dealer is responsible for accurately reporting the Service Advisor on Repair Orders
- Thoroughness of Work Performed:** The percentage of a dealer's customers who return a service survey with a 9 or 10 score on the question: "Thinking about your experience with this service visit only, please rate your satisfaction with thoroughness of work performed?"
- MSR:** The dealer's percent achievement of its Minimum Sales Responsibility (MSR) will be based on most recent MSR data available as of December 31, 2017.

# 2018 Program Rules

## QUALIFICATION CRITERIA (CONT.)

2. **SALES AND SERVICE PROCESSES:** A dealer must have complete Process Documentation and Process Validation for certain Sales and Service Processes.

- Sales Processes:
  - Initiate and Demo
  - Negotiation
  - Delivery and Customer Follow Up
- Service Processes:
  - Appointment Scheduling
    - Dealership must participate in (1) FCA US Courtesy Transportation Program (CTP) or other FCA- exclusive loaner program, (2) include loaner in the Appointment Scheduling Process, (3) participation and compliance with this requirement will be validated by Area Manager
  - Pre-Delivery Quality Inspection
  - Active Service Delivery and Customer Follow Up
- Each dealer process must be documented and validated within the Dealer Validation Tool

3. **FACILITY:** A dealer must achieve a minimum score of 90 (out of 100 Points) on a Dealership Facility Evaluation and meet both Performance Targets identified for Sales Facility\* and Service Facility\*.

- A Dealership Facility Evaluation must be performed and passed by December 31, 2017
- The Dealership Facility Evaluation will be performed by a Sales and/or Service Area Manager or a Business Center Staff Manager
- Dealer will be allowed to correct non-compliant areas and update the Dealer Validation Tool with pictures to gain credit missed on original evaluation prior to the end of the Qualification Period
- A Dealer must achieve *either* a Dec 2017 3-month or Dec 2017 12-month Customer Survey score that is above the following national dealer group benchmarks for both Sales and Service Facility targets:

Dealer Group Size	Sales Facility*	Service Facility*
A, B	93.3%	87.3%
C, D, E	92.8%	85.5%

4. **PERFORMANCE INSTITUTE TRAINING:** A dealer must attain FCA Performance Institute Training as follows:

- A dealer must meet 100% of the FCA Performance Institute Minimum Technical Training Requirement (MTR) during the Program Qualification Period.
  - Included **primary** position codes: 18-Shop Foreman and 23-Service Technician
- A dealer must have 70% of its Sales, Service and Parts Managers and Employees (combined) achieve FCA Performance Institute Level 0 - 3 Training Certification (see chart on next page)
  - Included **primary** position codes: 12-Sales Consultant, 41-Commercial Sales Consultant, 04-Sales Manager, 42-Commercial Sales Manager, 03-General Sales Manager, 02-General Manager, 13-Service Advisor, 27-Assistant Service Manager, 14-Parts Advisor, 40-Assistant Parts Manager, 09-Service Manager, 17-Service Director, 33-Service/Parts Director, 08-Parts Manager, 32-Parts Director, 35- Parts/Service Director, 29-Warranty Administrator

# 2018 Program Rules

## QUALIFICATION CRITERIA (CONT.)

### 4. PERFORMANCE INSTITUTE TRAINING (CONT.):

- A - E size CDJR and FIAT dealers must have 70% of its Sales, Service and Parts Managers and Employees (combined) achieve FCA Performance Institute Level 0 - 3 Training Certification (see chart below)
- Primary Dealer Codes will be tracked for CFAFE
- Adjustments will be made for those hired during the last 90 days of 2017

Primary Position Codes	Position Code Description	Requirement	Notes
12, 41	Sales Consultant, Commercial Sales Consultant	70%	All inclusive for A – E size CDJR and FIAT dealers.
04, 42, 03, 02	Sales Manager, Commercial Sales Manager, General Sales Manager, General Manager		All inclusive for A – E size CDJR and FIAT dealers.
13, 27, 14, 40, 29	Service Advisor; Asst. Service Mgr; Parts Advisor; Asst. Parts Mgr, Warranty Administrator		All inclusive for A – E size CDJR and FIAT dealers.
08, 09, 17, 33, 32, 35	Service Mgr; Service Director; Svc/Parts Director; Parts Mgr; Parts Director; Parts/Svc Director		All inclusive for A – E size CDJR and FIAT dealers.
23, 18	Service Tech, Shop Foreman	100%	All inclusive for MTR. MTR does not apply to FIAT dealers.

### 5. DEALER EMPLOYEE SURVEYS: A dealer must have 80% employee completion rate for one annual Voice of the Employee Survey, and must:

- Use an FCA US pre-negotiated vendor (Gallup). See the Dealer Validation Tool for Gallup sign-up information.
- Communicate results to employees via meeting or email
- Demonstrate actions taken based on survey findings within the Dealer Validation Tool

## DISQUALIFICATION FROM PROGRAM

### 1. SURVEY INTERFERENCE

- Pursuant to FCA US's survey interference policy, Dealers are prohibited from interfering with or influencing customer survey responses. FCA US continually monitors survey interference using digital fingerprinting for device level tracking, multiple surveys sent to a common email address, and multiple survey responses from a common IP address
- Any dealer who receives a second warning letter from FCA US regarding survey interference during the 90-day period immediately preceding a qualification period or during a qualification period will be disqualified from receiving a "Customer First Award for Excellence" for the qualification period



# 2018 Program Rules

## **DISQUALIFICATION FROM PROGRAM (CONT.)**

### **1. SURVEY INTERFERENCE (CONT.)**

- Any dealer who receives a third or further warning letter from FCA US regarding survey interference during the 12-month period immediately preceding a qualification period or during a qualification period will be disqualified from receiving a “Customer First Award for Excellence” for the qualification period
- Any dealer who receives a “Customer First Award for Excellence” but who receives a second or further warning letter relating to survey interference during the certification period will have its certification withdrawn and will be disqualified from receiving all further recognition and events relating to the certification

### **2. DECEPTIVE ADVERTISING**

- Dealers are prohibited from using false or misleading statements relating to any “Customer First Award for Excellence,” including use of the award logo on dealership electronic or printed marketing materials or websites, except as expressly permitted by FCA US for those dealers that qualify for an award.
- Any dealer who receives a “Customer First Award for Excellence” but who uses a false or misleading statement relating to the award during the certification period will have its certification withdrawn and will be disqualified from receiving all further recognition and events relating to the certification

## **TRANSFER OF OWNERSHIP (BUY/SELL)**

In the event that a dealer changes its controlling ownership or executive management by means of a sale of Dealer’s principal assets resulting in FCA US assignment of a new dealer code, then the subsequent dealer must independently qualify for a “Customer First Award for Excellence.” A dealer’s “Customer First Award for Excellence” certification is not transferrable to a successor dealer.

## **NEW DEALER (CLOSE OPEN POINT)**

In the event that a dealer is appointed as a new dealer, the dealer must qualify for a “Customer First Award for Excellence” pursuant to the same program rules as an existing dealer.

## **DEALER TERMINATION**

All rights to Customer First Award for Excellence are revoked at time of Termination.



# 2018 Program Rules

## CERTIFICATION RECOGNITION

### 1. "2018 CUSTOMER FIRST AWARD FOR EXCELLENCE"

- A dealer that is certified to receive the "2018 Customer First Award for Excellence" will receive the following benefits:
  - A personalized plaque recognizing the dealer as a "2018 Customer First Award for Excellence" dealer
  - A celebration luncheon for the dealership team
  - An FCA US Executive "congratulations letter"

### 2. "2018 CUSTOMER FIRST AWARD FOR EXCELLENCE"

- A dealer that is certified to receive the "2018 Customer First Award for Excellence" will receive the following benefits, which will remain in effect only for the time period in which the certification for the applicable Customer First Award for Excellence remains in effect:
  - Recognition on FCA US brand websites and designation on "Find a Dealer"
  - Press Release Material (for local newspapers, radio, TV)
  - Use of "Customer First Award for Excellence" logo for all dealer marketing
  - Display of "Customer First Award for Excellence" logo on FCA US sponsored dealer websites

## TAX LIABILITY

Any liability for federal, state, provincial and other taxes imposed on award and/or goods and services received by the dealer or other dealer personnel is the sole responsibility of the recipient, not FCA US. All incorporated FCA US dealers will receive written notification from FCA US regarding the value of the award, if any. In the instance that an FCA US dealership is not incorporated, FCA US will issue a 1099 Form. No dealer personnel shall be treated as an employee of any FCA US company under any circumstances.

**Note:** The Customer Experience team will perform minimal margin reviews on all dealerships prior to granting any dealer CFAFE status. Upon request, consideration will be given across unattained requirements based on a consistent cumulative measure and final Business Center concurrence.