



# 2017 Q2 SERVICE INCENTIVE REWARDS

## PROGRAM DETAILS & ENHANCEMENTS

**Program Description:** Qualified Service Advisors and Service Managers earn quarterly payouts for exceptional customer service.

- Service Advisors** will earn **\$25** for each survey returned with a 9 or 10 rating for overall service advocacy each quarter. Service Advisors will be eligible for this payout by meeting individual qualifiers in their three month Service Advocacy scores, volume of survey returns with a 9 or 10 rating and by meeting level 0-1 FCA Performance Institute Certification. Service Advocacy and survey return qualifiers are based upon dealership group sizes per the charts below:

### MINIMUM SERVICE ADVOCACY TARGETS BY GROUP SIZE

| Group Size | Q2 2017 Target |
|------------|----------------|
| E          | 80.0%          |
| D          | 80.0%          |
| C          | 82.0%          |
| B          | 85.0%          |
| A          | 85.0%          |

### MINIMUM QUARTERLY SURVEYS RETURNED (9s/10s) BY GROUP SIZE

| Group Size | Q2 2017 Minimum |
|------------|-----------------|
| E          | 40              |
| D          | 35              |
| C          | 25              |
| B          | 20              |
| A          | 15              |

- Service Managers** will earn a 20% over-ride of the combined quarterly payouts from Service Advisors at their dealership if the dealership meets or exceeds the 3 month minimum Service Advocacy score by Dealer Group Size for the quarter (chart above). Service Managers must also meet FCA Performance Institute's level 0-1 Certification to qualify for the over-ride. Payments for the Quarterly Award will be made to a Rewarding Excellence Card the month following the quarter close.

### SERVICE ADVOCACY PAYMENT EXAMPLE - DEALER HITS ADVOCACY TARGET (GROUP SIZE E - 80%)

|   | Overall Dealership Service Advocacy | Service Advisor A (w/ completed training) | Service Advisor B (w/ completed training) | Service Advisor C (w/ completed training) |
|---|-------------------------------------|---|---|---|
| Service Advocacy Score  | 81%                                 | 90%                                       | 85%                                       | 60%                                       |
| Surveys Received (9's/10's)   | 130                                 | 50  | 40  | 25  |
| Payout to Service Advisor (\$25 / survey)                             |                                     | \$1,250                                   | \$1,000                                   | \$0                                       |
| Payout to Service Manager (20% of each service advisor in dealership) |                                     | \$250                                     | \$200                                     | \$0                                       |

### SERVICE ADVOCACY PAYMENT EXAMPLE - DEALER DOESN'T HIT ADVOCACY TARGET (GROUP SIZE E - 80%)

|   | Overall Dealership Service Advocacy | Service Advisor A (w/ completed training) | Service Advisor B (w/ completed training) | Service Advisor C (w/ completed training) |
|---|-------------------------------------|---|---|---|
| Service Advocacy Score  | 76%                                 | 85%                                       | 75%                                       | 65%                                       |
| Surveys Received (9's/10's)   | 115                                 | 45  | 40  | 30  |
| Payout to Service Advisor (\$25 / survey)                             |                                     | \$1,125                                   | \$0                                       | \$0                                       |
| Payout to Service Manager (20% of each service advisor in dealership) |                                     | \$0                                       | \$0                                       | \$0                                       |



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**Participating Dealers:** All franchised FCA Dealerships are eligible to participate in the Service Incentive Rewards Program. Dealers/Studios must have an active FCA Dealer Agreement on the date of incentive rewards payout in order to receive incentive reward payments.

**CEI Survey Return Program Period:** Qualified CEI Surveys returned by the end of the quarter (June 30) will be eligible for the quarterly incentive reward.

**Eligible Service Advisors:** All Service Advisors with primary Position Codes of (13) and/or (ES) are eligible. Service Advisors must have successfully completed their FCA Performance Institute Level 0 & 1 Training Certification Requirements to qualify for participation in the Service Incentive Rewards Program and receive spiffs. *(The eligible Service Advisor's SID number must be accurately reported on the Repair Order as the Service Advisor in order to receive this incentive payment)* All designated Service Advisors must be employed at the dealership of record (the active dealership submitting the Repair Order) at the time the Repair Order was opened and closed to receive any Reward Payments.

**Eligible Service Managers:** Service Managers with primary position codes of 09 are eligible. If no Service Manager with a primary position code of 09 is present at the dealership, over-ride will be passed along to the Service Director (position code 17) and if there is no Service Director, it will be passed along to the Service and Parts Director (position code 33). Only one manager per dealership will receive the over-ride. Service Managers and/or Directors must have successfully completed their FCA Performance Institute Level 0 & 1 Training Certification Requirements to qualify for participation in the Service Incentive Rewards Program and receive the over-ride. Service Manager must be employed by the dealership for the full quarter to be eligible for payouts. If more than one Service Manager (position code 09) is present, manager with the most dealership tenure will be paid.

**Eligible Vehicles and Repair Order Types:** All FCA vehicles brought into FCA Dealerships for service. A customer pay or warranty repair order must be opened and closed.

Eligible Repair Orders must be successfully received via Integralink no later than June 30, 2017 to be eligible for quarterly payment processing. CEI Surveys must be received and tabulated quarterly to be eligible. Any CEI Survey received after June 30, 2017 will be ineligible for that quarterly payout.

**Eligible CEI Survey Returns:** CEI Survey Returns with an advocate score of 9 or 10 for the "Recommend Dealer for Service" question will be counted toward the achievement levels needed to earn payments to a Rewarding Excellence Card. *(Please note: Only CEI Surveys closed by each quarters' end for Customer Pay or Warranty Service are eligible—June 30. A survey is considered closed, when the closed loop survey process is complete.)*

**Rewards** are deposited on **Rewarding Excellence** pre-paid MasterCard's. For payment reports, visit [RewardingExcellence.com](http://RewardingExcellence.com) or call 888-887-6192. To receive payouts, participant must be employed by dealership of record at time of program payouts.

**Accuracy of Reporting:** All dealerships must ensure the accuracy of Repair Order reporting as it relates to the Service Advisor and Manager's SID number. Once Service Advisor information is processed for payment at Program Headquarters, changes **CANNOT** be made for tax purposes.

If a qualified repair order is found to be falsified at any time, the survey will be removed from calculations and participant may be subject to exclusion from program payouts entirely.

*FCA reserves the right to amend, modify or cancel the subject program at any time without advance notice.*

**Program Compatibility:** This Program is **additive** to all National and Business Center Rewards Programs.

For questions related to the **Service Incentive Rewards Program**, contact Program Headquarters by calling 855-885-3382.