Create Lasting Memories

- Vehicle Pre-Delivery
- Pays Charges
- Vehicle Pick-up
- Service Follow-up
Huddle Topics

Our Strategy

What is MBUSA doing?

What does customer experience look like in your store?

*Positive*

How do you create lasting memories?

Additional Program Offerings

Commitments and Call to Action

Your Role as a “Coach”
Huddle Topics

**Our Strategy**

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Your Role as a “Coach”
Customer Experience Strategy Overview

Create Lasting Memories ➔ Win the Business ➔ Keep your Promises ➔ Start on the Right Foot

Customer vs. Product Perspective

Measurement

Reward

$50M

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Customer Survey-Sales &amp; Service</td>
<td>1.0%</td>
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<tr>
<td>Customer Experience Standards</td>
<td>1.5%</td>
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<tr>
<td>Dealer Sales</td>
<td></td>
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<tr>
<td>Brand Standards</td>
<td></td>
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<tr>
<td>Floor Plan</td>
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<tr>
<td>Trade Margin</td>
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</table>
2013 Customer Experience Objectives

- Internal Surveys and Indicators Mirror J.D. Power Findings
- Keep your Promises and Create Lasting Memories are Weak Points
Huddle Topics

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What is MBUSA Doing?

Customer ONE Dealer Employee Engagement Survey

drive a star home

Customer ONE The Mercedes-Benz Way
A Guide to Exceptional Customer Service
2013 Service Laureates Program

- Recognize Fixed Operations personnel who deliver Exceptional Customer Experience
- 2012 – Service Managers & Service Advisors
- 2013 – Enhance program to include Parts Managers and incorporate existing Shop Foreman / Technician recognition program (preC1sion)

To learn more visit the Service Laureates booth in Create Lasting Memories
Partner Accountability

Customer Facing
- Mercedes-Benz Financial Services
- Allstate
- Hughes Telematics
- SIRIUS Satellite Radio

Continual Collaboration
- Towing

Best Practices
- mbrace

Strengthening Performance Standards

Dealer Facing
- Mercedes-Benz Financial Services
- Dealer Tire
- Mobil 1
- Interstate Batteries
CAC Agent Empowerment
CAC Agent Empowerment
CAC Agent Empowerment

To learn more visit the CAC booth in

Create Lasting Memories
Roadside Reinvented – Mobile App

• Customer Experience Focused
• Pilot Started Feb 25th
• Full Launch April 23rd

• Visit Booth for Complete Details

To learn more visit the CAC booth in Create Lasting Memories
Huddle Topics

Our Strategy

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Positive

Additional Program Offerings

Commitments and Call to Action

Your Role as a “Coach”
What is the Customer Experience at Your Store?

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Dealer Score</th>
<th>vs. 75th Percentile</th>
<th>vs. Best in Area</th>
<th>Nat'l Rank (out of 364)</th>
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<td>950</td>
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<td>-43</td>
<td>166</td>
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<tr>
<td>Repair Selection</td>
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<td>-43</td>
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<td>Ease of driving in/out dealer</td>
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<td>-24</td>
<td>-65</td>
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<td>Ease of parking at dealer</td>
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<td>Overall cleanliness and appearance of dealer</td>
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<td>Dealer waiting area</td>
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<td>Dealer’s ability to accommodate your schedule</td>
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<td>Identifies Needs</td>
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<td>Vehicle Check-in</td>
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<td><strong>Keep Your Promises</strong></td>
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<td>Vehicle Repair</td>
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<td>Attentiveness and fulfillment of requests</td>
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<td>Thoroughness of maintenance/repair</td>
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<td>Fairness of charges</td>
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<td>Helpfulness of staff at pick-up</td>
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<td>Condition of vehicle</td>
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</tbody>
</table>
Why are These Scores so Low?
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Why are These Scores so Low?

- What does your Customer Experience Survey say?
- What does your Employee Engagement Survey say?
Why are These Scores so Low?

- What does your Customer Experience Survey say?
- What does your Employee Engagement Survey say?
- What is your role as coach?

TRUST is the key

To learn more visit the Customer Experience Program booth in Create Lasting Memories
Huddle Topics

Our Strategy

What is MBUSA doing?

What does customer experience look like in your store?

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How do you create lasting memories?

Additional Program Offerings

Commitments and Call to Action

Your Role as a “Coach”
Creating Lasting Memories = Red Zone Efficiency

- Game winning drive
- You’ve done everything right up to this point
- Don’t fumble the ball now
- Cross the goal line
- Celebrate success
- Ensure follow up
- Huge opportunity that can go either way, seal the deal or recover from a misstep
Huddle Topics

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Commitments and Call to Action

Your Role as a “Coach”
Additional Programs & Tools

Create Lasting Memories
- Voice Of The Customer
- Your On-line Reputation
- Customer Experience Program
- Reputation Management

Start on the Right Foot
- Best Practices
- Fixed Operations Consulting

Keep Your Promises
- Building Your Skills
- Mercedes-Benz Way
- Retail Training
- Your L&P Experience
Huddle Topics

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Additional Program Offerings

Commitments and Call to Action

Your Role as a “Coach”
Create Lasting Memories  Call to Action

MBUSA Commitments

• Dealer Employee Engagement Survey
• Drive a Star Home (DaSH)
• MB Way Training
• Service and Parts Laureates
• Partner Accountability
• Empowered CAC Agents
• New Roadside App

Dealer Call to Action

• What does your Customer Experience Survey tell you?
• What does your Engagement Survey tell you?
• Take full advantage of DaSH
• MB Way training
• Create a communication plan
  • “Meeting in Box” is a start
  • What is your commitment to changing the culture?
Your Role as a Coach... Communicate

Dealer Employee Engagement Survey #1 Issue = “Need better communication”

- MB Strategic Perspective
- MB Strategic priorities for 2013
- Share things you learned – an interesting program, booth or idea

When creating lasting memories...

- Processes deliver GOOD service
- Culture delivers GREAT service

‘Meeting in a Box’ Video & Key Message Summary (Approx. 2 Weeks Post Event)
Q&A

Create Lasting Memories

Win the Business

Keep your Promises

Start on the Right Foot