



CSSR Choice Program

The CSSR Choice Program gives your dealership the flexibility to select from multiple GM-approved customer lifecycle marketing providers. Choose the partner that best fits your needs and ensure your customers receive timely, relevant communications throughout their ownership journey.

Core Program Components

Every package includes these essential customer touchpoints:

Communication	Cadence	Direct Mail	Email	SMS
Welcome Package	Weekly	Mandatory		
Service Reminders	Weekly	Fall back*	Priority 1	Priority 1**
After Service Thank You	Bi-Weekly	Optional	Priority 1	
Service Winback	Weekly	Fall back*	Priority 1	Priority 1**
Anniversary	Monthly	Fall back*	Priority 1	
DexCool	Monthly	Fall back*	Priority 1	Priority 1**
End of Warranty	Monthly	Fall back*	Priority 1	
Lease End	Monthly	Fall back*	Priority 1	
Finance & Cash	Quarterly	Fall back*	Priority 1	

*“Fall back” means direct mail is used only if email is not available.

**SMS is intended to be a secondary communication method that will be in addition to DM or EM as indicated.

As you have questions about the program, please contact the GMCC Dealer Digital Support Team and they will facilitate any necessary steps. Upon enrollment your GMDC will be in touch regarding the partner selection and next steps. 800-655-2594 or info@gmdealerdigital.ca

If you do have any questions about this change or how to enroll for services through this website please reach out to the GMDC support team 800-6552594 info@gmdealerdigital.ca.