

**GENERAL MOTORS**  
CANADA

COVID-19 GMCA - VIRTUAL APPOINTMENTS

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In an effort to proactively respond to the changing retail environment due to the Coronavirus (COVID-19), Shift Digital has taken steps and developed the following action plan to assist our OEM and Dealer partners.

Shift Digital will continue to monitor the situation and adjust this plan as needed to best accommodate the needs GMCA and their dealers.

# AGENDA

- Support
- Banners
- Updates:
  - Hours of Operation
  - Chat
  - Google My Business
- Virtual Appointments
  - Sales
  - Service

# DEALER WEBSITE & DEALER SUPPORT

POTENTIAL NEED – INCREASE VIRTUAL SUPPORT

## Action Items

- Certified Providers Support Ticket process will remain unchanged
- GM Consultants will work remotely with no change to the support model
- Active Engagement Outreach will remain consistent
- Dealer outreach inquiring of dealership circumstances (*Open/Closed, Hours, etc*)
- Website Banner Creation
  - Temporary Closure*
  - Updated Business Hours*
  - Extra Precaution Awareness*

# DEALER WEBSITE & DEALER SUPPORT

Sample banner – store closed



# DEALER WEBSITE & DEALER SUPPORT

Sample banner – shortened store hours



**COVID-19 (CORONAVIRUS) UPDATE**

**FOR THE SAFETY OF OUR CUSTOMERS AND EMPLOYEE,  
OUR DEALERSHIP WILL HAVE SHORTENED HOURS.**

**SALES : X:XX – X:XX**

**SERVICE : X:XX – X:XX**

# DEALER WEBSITE & DEALER SUPPORT

Sample banner – cleaning

## COVID-19 (CORONAVIRUS) UPDATE

WE WANT YOU TO FEEL CONFIDENT WHEN VISITING *GM OF ANYTOWN*.  
AS A RESULT, WE HAVE ENHANCED OUR CLEANING PROCEDURES IN THE  
INTEREST OF OUR CUSTOMERS' AND EMPLOYEES' HEALTH AND SAFETY.

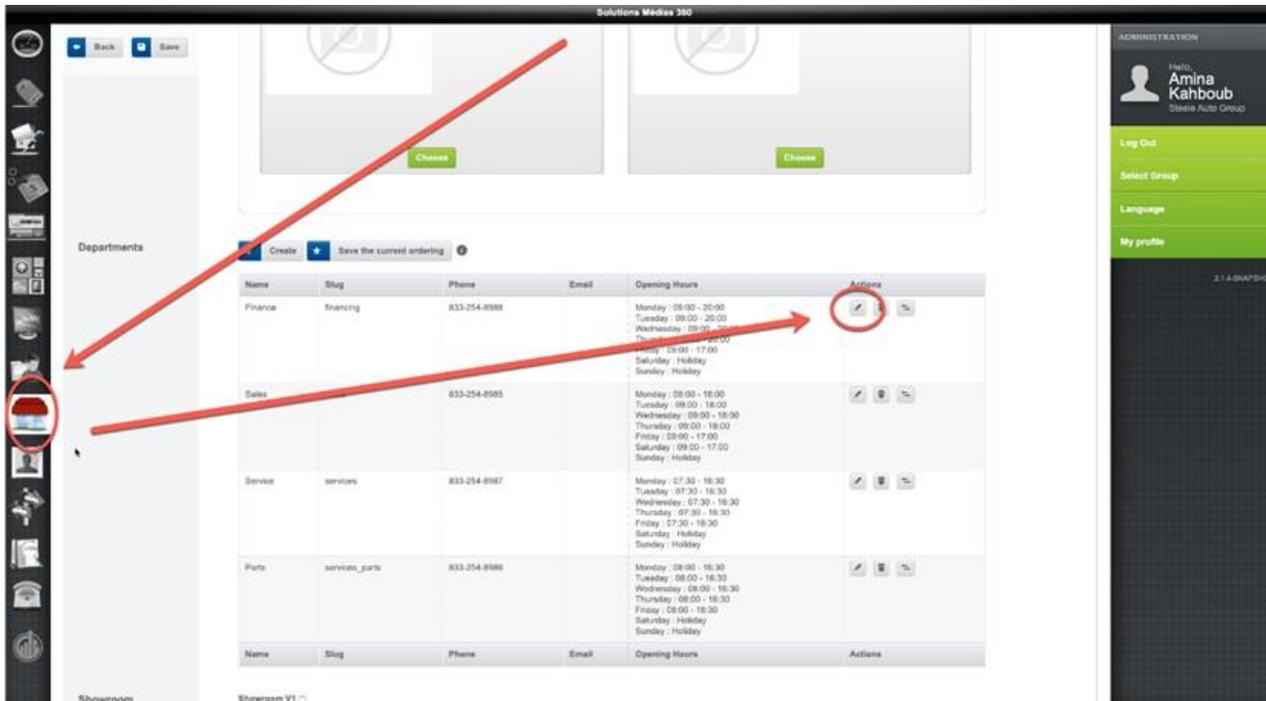
OUR DEALERSHIP WILL BE CLOSING AT XXPM TO ALLOW ADDITIONAL  
TIME AT THE END OF EACH DAY FOR THOROUGH CLEANING OF OUR  
DEALERSHIP

# DEALER WEBSITE & DEALER SUPPORT

## Updating your 360 Agency Website Hours of Operations

Login to <https://xmspro.sm360.ca/login>

From the welcome screen: click on "Department Management" Update your hours by specific department. Making the change here will update it everywhere on your website.



Should you need assistance with the above please reach out to your digital consultant.

# DEALER WEBSITE & DEALER SUPPORT

## Updating your CDK Website Hours of Operations

Login to: [websites.connectcdk.com](https://websites.connectcdk.com)

From the welcome screen: click on the **settings tab** > **Dealership Hours (from the dropdown menu.)** Update your hours by specific department and hit save on the bottom. Making the change here will update it every where on your website.

The screenshot shows the CDK Global Website Manager interface. At the top, there is a navigation bar with 'Dashboard', 'Editor', 'Settings', 'SEO', 'Engagement', and 'Content Library'. A yellow arrow labeled '1' points to the 'Settings' tab. Below the navigation bar, there is a dropdown menu for 'Dealership Hours', with a yellow arrow labeled '2' pointing to it. The main content area is titled 'Dealership Hours' and contains instructions: 'Instructions: Edit Dealership hours by department. NOTE: you must publish your website for your changes to be visible.' Below the instructions, there are four departmental sections: Sales Department, Finance and Insurance Department, Parts Department, and Service Department. Each section has a table for setting hours by day, with 'from' and 'to' time pickers and a 'Closed' checkbox. A yellow arrow labeled '3' points to the 'Closed' checkbox for Thursday in the Finance and Insurance Department section. At the bottom right of the page, there are two buttons: 'Discard Changes' and 'Save'. A yellow arrow labeled '4' points to the 'Save' button.

Department	Day	from	to	Closed
Sales Department	Monday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Tuesday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Wednesday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Thursday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Friday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Saturday	9:00 AM	4:00 PM	<input type="checkbox"/>
	Sunday	9:00 AM	5:00 PM	<input checked="" type="checkbox"/>
Finance and Insurance Department	Monday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Tuesday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Wednesday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Thursday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Friday	8:00 AM	6:00 PM	<input type="checkbox"/>
	Saturday	9:00 AM	4:00 PM	<input type="checkbox"/>
	Sunday	9:00 AM	5:00 PM	<input checked="" type="checkbox"/>
Parts Department	Monday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Tuesday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Wednesday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Thursday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Friday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Saturday	9:00 AM	1:00 PM	<input type="checkbox"/>
	Sunday	9:00 AM	5:00 PM	<input checked="" type="checkbox"/>
Service Department	Monday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Tuesday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Wednesday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Thursday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Friday	8:00 AM	5:00 PM	<input type="checkbox"/>
	Saturday	9:00 AM	5:00 PM	<input checked="" type="checkbox"/>
	Sunday	9:00 AM	5:00 PM	<input checked="" type="checkbox"/>

Should you need assistance with the above please reach out to your digital consultant.

# DEALER WEBSITE & DEALER SUPPORT

## Updating your Dealer.com Website Hours of Operations

Login to [nvision.coxautoinc.com](https://nvision.coxautoinc.com)

From the welcome screen: click on the ≡ **nVision** menu > **Configuration** > **Company Information**. Update your hours by specific department. Making the change here will update it everywhere on your website.

The image illustrates the process of updating website hours in the nVision system. It consists of three main parts:

- Navigation Menu:** A vertical sidebar on the left with a blue header containing the 'nVision' logo. Below the header are sections for 'Performance Overview', 'ANALYZE', 'STRATEGIZE', and 'MANAGE'. The 'Configuration' option is highlighted with a yellow box and arrow labeled '2'.
- Configuration Menu:** A secondary menu with a blue header and a 'Back' button. It lists 'Manage Your User Information', 'Company Information' (highlighted with a yellow box and arrow labeled '3'), 'Manage Your Users', and 'Phone Manager'.
- Company and Department Information Form:** A main form with a blue header and a 'Save' button (highlighted with a yellow box and arrow labeled '5'). The form is divided into 'Contact Information' and 'Company Hours' sections. The 'Company Hours' section has a yellow arrow labeled '4' pointing to the input fields for each day of the week. The 'Save' button is highlighted with a yellow box and arrow labeled '5'.

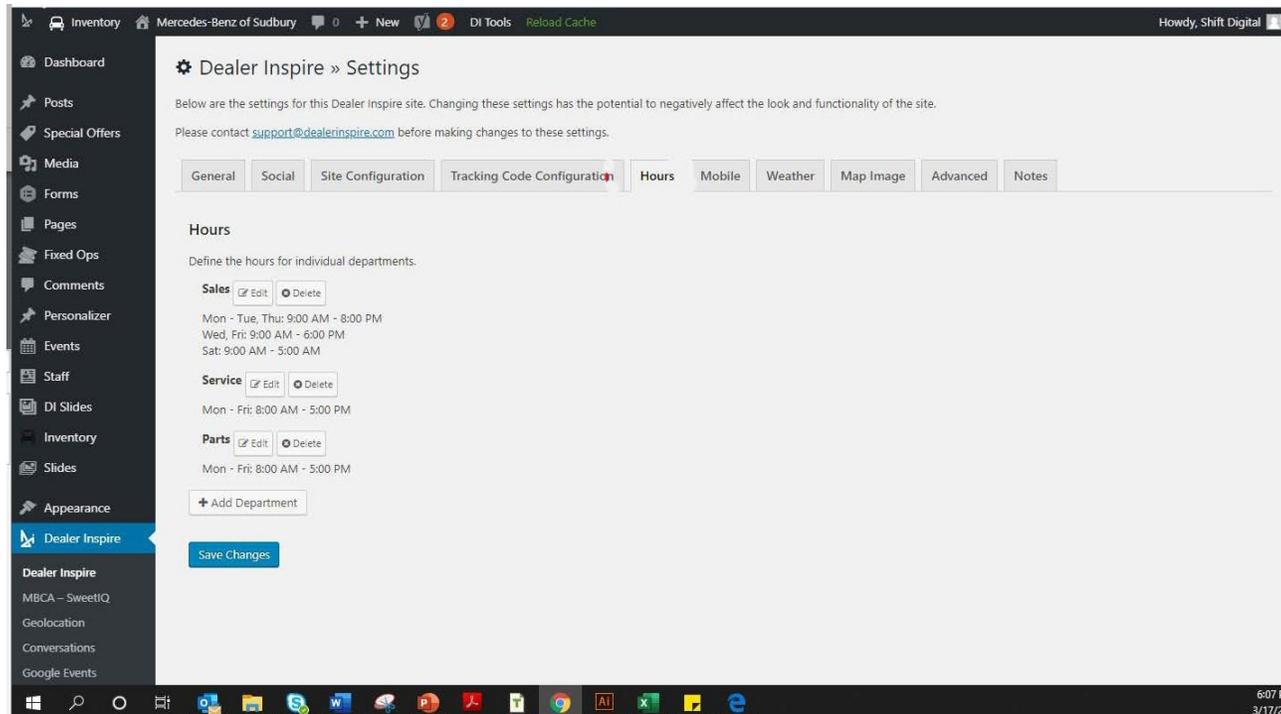
Should you need assistance with the above please reach out to your digital consultant.

# DEALER WEBSITE & DEALER SUPPORT

## Updating your Dealer Inspire Website Hours of Operations

Login to Dealer Inspire Control Center.

From the welcome screen: click on Dealer Inspire> Select the "Hours" tab. Update your hours by department. Making the change here will update it everywhere on your website.



Should you need assistance with the above, please reach out to your Digital Consultant.

# DEALER WEBSITE & DEALER SUPPORT

## Updating your eDealer Website Hours of Operations

Login by typing **/dealer-cms** at the end of your dealer site's URL. Ex. [www.abcmotors.com/dealer-cms](http://www.abcmotors.com/dealer-cms)

From the welcome screen: click on the **Theme settings > Departments**. Scroll down and update your hours by specific department. Making the change here will update it every where on your website.

The screenshot displays the Dealer Website CMS interface. On the left, a dark sidebar menu contains various settings categories. A yellow arrow labeled '1' points to the 'Theme Settings' option. To the right, a light gray sidebar menu lists several settings categories, with 'Departments' highlighted and a yellow arrow labeled '2' pointing to it. The main content area shows the 'Departments' settings page for a department named 'Sales'. It includes fields for 'Department Name', 'Department Phone', and 'Department Email'. Below these is the 'Department Hours' section, which is expanded to show settings for 'Sunday' and 'Monday'. For Sunday, both 'Sunday Day Open' and 'Sunday Day Close' are set to 'Closed'. For Monday, 'Monday Day Open' is set to '8:00am' and 'Monday Day Close' is set to '7:00pm'. A yellow arrow labeled '3' points to the 'Department Hours' section.

Should you need assistance with the above please reach out to your digital consultant.

# DEALER WEBSITE & DEALER SUPPORT

Updating your Fox Dealer Website Hours of Operations

Please reach out to Fox Dealer Support and they will make the changes quickly.

[support@foxdealer.com](mailto:support@foxdealer.com)

Should you need assistance with the above please reach out to your digital consultant.

# DEALER WEBSITE & DEALER SUPPORT

## CHAT

Ensure your chat provider is up-to-date on any pertinent changes at your store, including hours of operation, temporary department closures, etc.

The screenshot displays the Le Relais Chevrolet website. At the top left is the Le Relais logo with Chevrolet and GMC sub-logos. To the right, contact information includes a phone number (1-833-942-1538) and an address (9411 Papineau Avenue, Montreal, Quebec, H2M 2G5). A blue button labeled "Service Appointment" and language selection buttons for "En" and "Fr" are also visible.

The main navigation bar contains links for "New Vehicles", "Used Vehicles", "Electric Vehicles", "Special Offers", "Service & Parts", "Financing", "About Us", and "Compare 0".

The main content area features a promotional banner for the "2019 BOLT PRE" with the text "BUY IT FOR \$109 / WEEK\* INCLUDING \$13 000 IN GOVERNMENT REBATES". A white dropdown menu is open over the banner, listing "All", "Manufacturer's Programs", "Sales", and "Service".

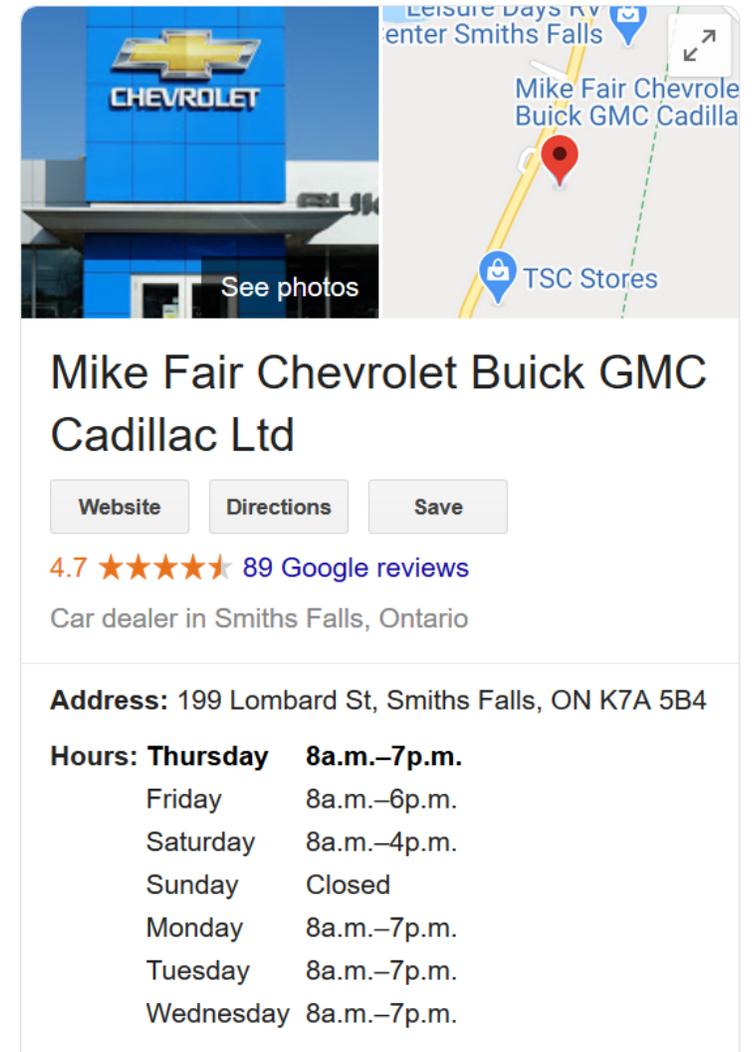
Overlaid on the bottom right is a chat window. It includes a "Discover Le Relais CADILLAC" button, a chat header for "David Operator" in "English (en)", a welcome message: "David: Welcome on Le Relais Chevrolet website. What can we do to help you today?", a text input field with the placeholder "Type here...", and a "Powered By: LiveAdmins & Novafolio" footer.

At the bottom left of the page, there is a "MEILLEUR CHOIX" award badge from "protégezvous" and a URL: <https://www.lerelaischevrolet.com/en/special-offers>

# DEALER WEBSITE & DEALER SUPPORT

## GOOGLE MY BUSINESS

Make sure to update your Google My Business account details so that your organic business listing in Google's Search Engine Results shows your new closed hours.



Leisure Days RV Center Smiths Falls

Mike Fair Chevrolet Buick GMC Cadillac

TSC Stores

See photos

### Mike Fair Chevrolet Buick GMC Cadillac Ltd

Website Directions Save

4.7 ★★★★★ 89 Google reviews

Car dealer in Smiths Falls, Ontario

**Address:** 199 Lombard St, Smiths Falls, ON K7A 5B4

**Hours:**

<b>Thursday</b>	<b>8a.m.–7p.m.</b>
Friday	8a.m.–6p.m.
Saturday	8a.m.–4p.m.
Sunday	Closed
Monday	8a.m.–7p.m.
Tuesday	8a.m.–7p.m.
Wednesday	8a.m.–7p.m.

# VIRTUAL APPOINTMENT GUIDE

## PROGRESSIVE SOLUTION FOR TIME/LOCATION CONSTRAINTS

- Internet lead has not replied – day 3 contact
- No-show appointments
- Prospect will not commit to a time
- Prospect unwilling to come to showroom
- Unsold showroom prospects
- End of term/lease

1

### Who will conduct the appointment?

- Recommend manager that can discuss #s
- Prepare worksheet or Digital Retailing tools before the meeting

2

### How will you conduct the appointment?

- Screen share and video feed so the customer can see you
- Practice with your software (go to meeting, zoom, or others) with a fellow employee
- Know how to share your screen

3

### Conduct the meeting with a clear agenda

- Review the car and features
- Review video of car
- Review the sale price and your form of serving #s
- Ask the customer to take the next step • Fill out credit app online
- Finalize in a safe environment

# VIRTUAL APPOINTMENT GUIDE

## Sample E-mail:

Hi Chris,

Thank you for inquiring about our 2020 Chevrolet Silverado on Saturday. That is a very nice truck with the preferred equipment group and 4 wheel drive! I am sure you noticed that it is currently discounted to \$49,060.

Since you haven't had a chance to come in yet I would like to suggest a virtual appointment. Here's how it works when we set that up:

I will send you a video of the car—inside and out to view pre meeting. Then we can set up a zoom (or other free service) meeting that we book at a time right for you—I will send you a link just before the meeting.

We can review some payment and lease options and you can decide what you want to do from there.

We could do that at 4:15 or 7:15 today—what would work better for you?

## Strategize

- When will this be sent?
- Who will send it?
- Is it set up in the CRM tasks?
- Is your Youtube channel ready?
- Who will do the invitation video?
- Who will do the walkaround video?
- How will you insure the appt starts on time?
- Have you practiced your meeting?
- Can you share your screen?
- Is your video feed live?

# SAMPLE TOUCHLESS TEST DRIVE TEMPLATE

Don't let COVID-19 derail your journey towards your perfect Chevrolet, Buick, GMC, or Cadillac.

Here at ABC GM we understand your concerns and want to take every precaution to safeguard your safety and comfort.

We are currently offering you the opportunity to schedule a drive-up test drive appointment. Your Sales Consultant will meet you outside, in front of our dealership. The sales consultant will answer your questions and send you on a test drive.

No shaking hands, no busy dealership concerns, just drive through and go over your options. As much now as ever, you need a vehicle that fits your unique lifestyle and is backed by GM's quality and reliability. We're here to adapt to your needs any way we can.

General Manager

ABC GM

Reply to email or call to schedule: 123-456-7890

We thank you and look forward to us all getting through this together.

# VIRTUAL MEETING SERVICE TOOLS & INSTRUCTIONS

zoom



# ZOOM - WATCH FREE WEBINAR HOW-TO GUIDES!

Click Below to access video:



Zoom Webinar Training

The video player shows a blue background with the text "zoom | Training" and "Zoom Webinars" below it. At the bottom, there is a video control bar with a play button, a progress indicator showing "00:00:02 / 01:08:12", a volume icon, and buttons for "Speed", "CC", and "Full Screen".



Audio Transcript    Chat Messages

Search transcript

user avatar **Matt | Zoom Training**

00:00:00 **Welcome to zoom training, everyone. Thanks for joining us again, my name is Matt and part of the success**

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# ZOOM - REGISTER FOR A FREE LIVE HOW-TO WEBINAR

Click Below to register:

See your local times by clicking the time zone below!



Topic Getting Started with Zoom Meetings

Description Ready to start using Zoom, but need some help? Drop-in for our daily (Mon-Fri) quick starts! A Zoom expert will take you through a 30-minute high-level tour of Zoom and cover the basics to get you up and running. It's as simple as logging in, scheduling a meeting, and finding the controls. Start Zooming today! Stick around to get all your burning questions answered through live Q&A!



Time Please choose only one webinar to attend.

Mar 18, 2020 10:30 AM

Time shows in [Pacific Time \(US and Canada\)](#)

\* Required information

First Name \*

Last Name \*

# SKYPE INSTRUCTIONS



Click Below for more information:

## How do I schedule a call in Skype?

Call scheduling in Skype makes it easy to set a reminder for a one-to-one call with you and your friends or family. You don't need a shared calendar since the invitation and reminders are all inside of Skype.

To schedule a call:

- 1 Sign into Skype.
- 2 Go to one of your chats.
- 3 Select the **Schedule call**  button to get started. It will either be next to the compose bar or in your **Add-ins** menu:
  -  in Skype for mobile and tablet
  -  in Skype for desktop
- 4 In the **Schedule call** window, you can give your call a title, pick a date and time, and set a reminder.
- 5 Select **Send** and the call reminder will be sent to your chat where your contact can then **Accept** or **Decline** the scheduled call.



# GOOGLE HANGOUTS INSTRUCTIONS

Click Below for more information:

## Before you start your first video call

- [Check the system requirements](#) for Hangouts.
- Connect a camera, microphone, and speakers to your computer. Make sure they have the latest software.
- When asked to use your computer's camera and microphone, click **Allow**.
- [Download](#) and install the latest version of the Hangouts plugin for Internet Explorer and Safari browsers.

**Important:** You might need to turn on permissions for your camera and microphone in your computer's system settings.

## Allow Hangouts to use your camera and microphone

[Chrome](#)



[Safari](#)



## Start a video call

1. Open [hangouts.google.com](https://hangouts.google.com) or on the sidebar in [Gmail](#).
2. Select a person from the Hangouts list or search for their name or email address. When you find the person you want, click their name. You can also check multiple people to start a group video call.
3. Click Video call .
4. When you're done, click End call .



# WEBEX INSTRUCTIONS

Click Below for more information:

1. Log in to your WebEx site.
2. Under *Host a Meeting*, click *Schedule a Meeting*.
3. If you see the Advanced Scheduler page, click *Quick Scheduler*.
4. Select a *Meeting Type*, enter a *Meeting Topic*, then enter and confirm the meeting password.
5. Specify the *Date*, *Time* and *Duration*. (Setting duration is for planning only – the meeting will continue until you end it.)
6. Enter the email addresses of people you want to invite.
7. Click the green *Start* button to begin the meeting now or click *Schedule Meeting* if you changed the time or date.
8. To start a meeting you scheduled, click *My Meetings*, then locate the meeting and click *Start*.



GENERAL MOTORS  
CANADA

THANK YOU

