GENERAL MOTORS

CANADA

COVID-19 GMCA - VIRTUAL APPOINTMENTS

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

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 specifc department. Making the change here will update it everywhere on your website.
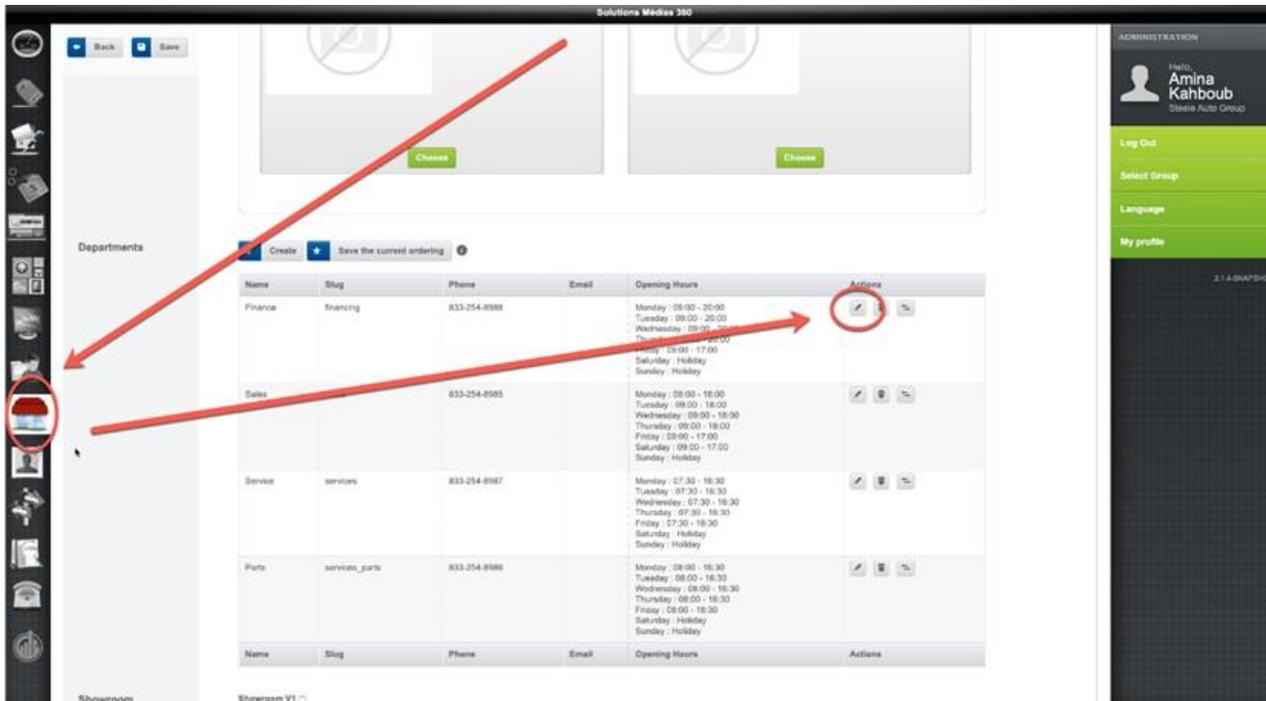
Should you need assistance with the above please reach out to your digital consultant.

DEALER WEBSITE & DEALER SUPPORT

Updating your CDK Website Hours of Operations

Login to: websites.connectcdk.com

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.

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
From the welcome screen: click on the **≡ nVsionmenu** > **Configuration** >**Company Information**. 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 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.
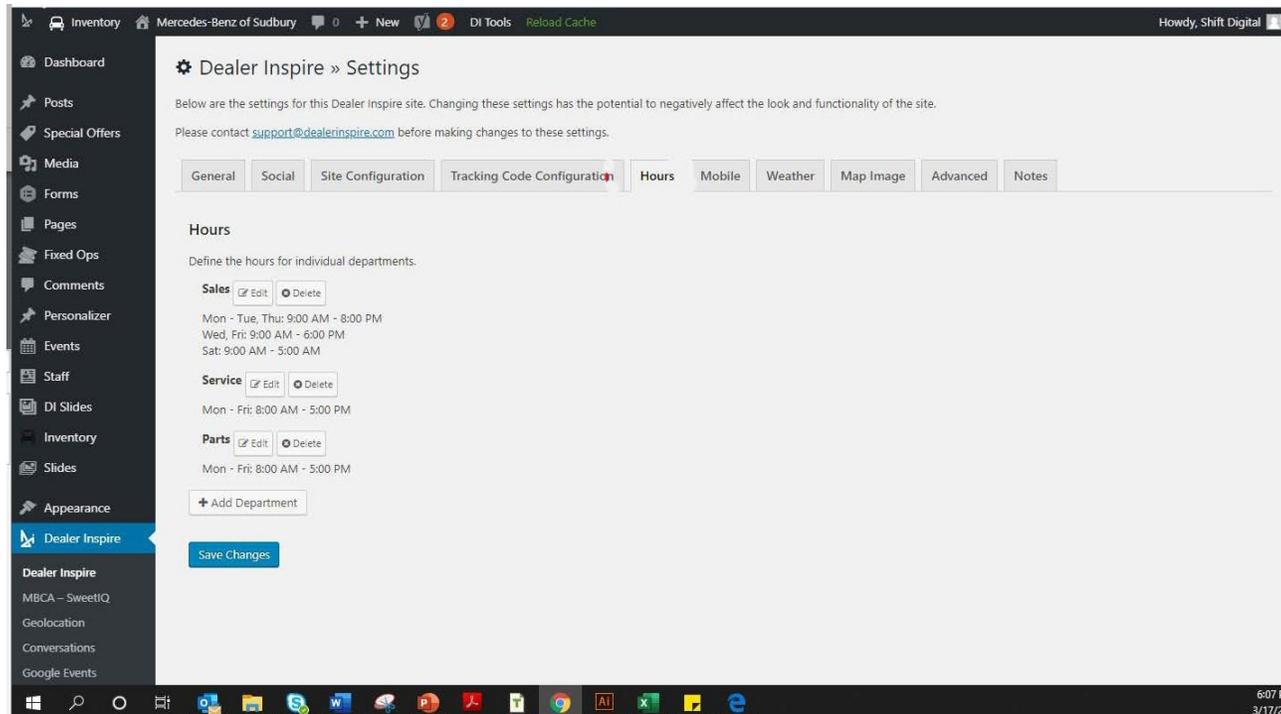
Should you need assistance with the above, please reach out to your Digital Consultant.

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
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.


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

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.

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.
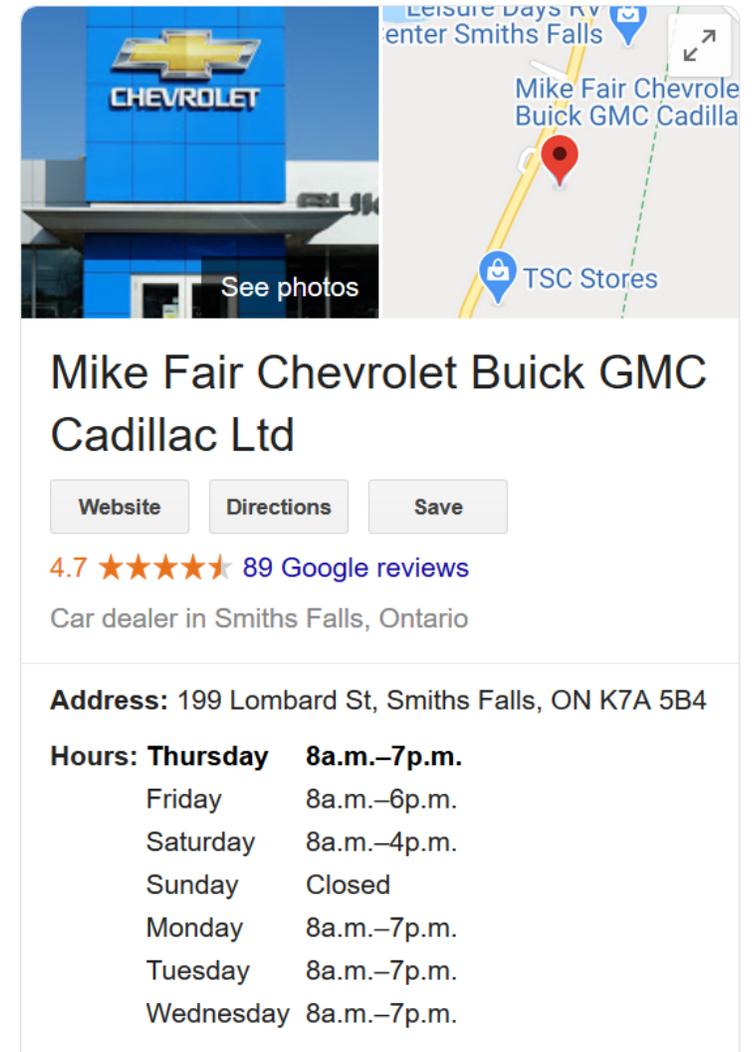
Mike Fair Chevrolet Buick GMC Cadillac Ltd

| Website | Directions | Save |

4.7 ★★★★☆ 89 Google reviews

Car dealer in Smiths Falls, Ontario

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

Hours:	**Thursday**	**8a.m.–7p.m.**
	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 - WATCH FREE WEBINAR HOW-TO GUIDES!

Click Below to access video:

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 ⧉ 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