



2019 Ford Customer Viewpoint & Ford Commitment Plan

Changes & Enhancements

Dealer Feedback on existing CVP

Pain points and recommendations

Make the survey a 5 question survey with 5 being the highest and 1 the lowest.

The Ford survey has gotten better, but the scoring is extremely unfair. Absolutely imperative that the scoring be updated

Survey is too Long, Make it shorter by eliminating all the irrelevant questions

We don't feel that our customers understand the Love Dealership and Advocacy question

A negative 100 only gives us frustration with Ford's survey process and no energy is left to help the customer.

We have a few customers that are extremely happy and get confused on the engagement portion of the survey

A shorter 5 question viewpoint is the way to go.

Short and sweet survey works best as there are way too many surveys requested in the market today. Long survey does not get completed too often.

2019 Ford Customer Viewpoint

- Introduce common Customer Experience measures across all Customer Touchpoints
- Improve customer survey experience
- Address Dealer pain points
- Invite every customer – Sales and Service – to share feedback



Common CX Questions at Every Touchpoint

Common CX Questions = Common CX Metrics



COMMENTS

Voice of Customer input to add depth & texture



CVP Changes for 2019

Customer Survey Experience – Common CX Questions

Overall

Please rate your overall purchase/ service experience:



plus Comments box
(asked since 2016)

*The purchase/service experience was **easy** for you.*

Dealership

*I know I can always **trust** the team at [Dealer].*

*Based on your recent experience, how likely would you be to **recommend** [Dealer] to others?*

Ford

*Ford is a brand I can always **trust**.*

*Based on your recent experience, how likely would you be to **recommend** Ford to others?*



CVP Changes for 2019

Customer Survey Experience – CEI becomes a 4 Question Index

CEI Questions

	SALES	SERVICE
1	Salesperson Overall	Service Advisor Overall
2	Payment Experience Overall	Quality of Service Performed
3	Delivery Process Overall	Overall Vehicle Pick-Up Process
4	Follow through on Commitments	

2019 CEI based solely on the 4 Process questions



Go Further

CVP Changes for 2019

Customer Survey Experience – Questions Removed

CEI Questions

Love



I love being a customer of [Dealer].

Advocacy



I am always telling others about my great experiences at [Dealer].

2019 CEI based solely on the 4 Process questions

Engagement Questions

Trust 100%



Rely on Vehicle



Know What to Expect




Listen to Me



Essence captured by the new Standard CX Questions

CVP Changes for 2019 Customer Survey Experience

- 5-Star Rating embedded in the invitation engages the customer right away
- Survey flow tailored based on customer's overall impression of their Dealership experience




Thank you for selecting your new 2018 Ford Edge from G Stone Motors, Inc

As a valued Ford customer, your feedback is important to us in order to continuously improve and provide the best experience at G Stone Motors, Inc. We appreciate you completing this brief survey.

Please rate your overall purchase:

(where
POOR




This sum

Thank you again for choosing G

Sincerely,
Andrew Frick
Director, U.S. Sales
Ford Motor Company

NANCY FARMER, your feedback matters to the Ford Motor Company




Thank you for choosing Hometown Ford for your recent 2014 Ford Escape service

As a valued Ford customer, your feedback is important to us in order to continuously improve and provide the best experience at Hometown Ford. We appreciate you completing this brief survey.

Please rate your overall service experience at Hometown Ford.

(where 1 star = Poor and 5 stars = Excellent)

POOR **EXCELLENT** OR [If you no longer own the vehicle, click here](#)



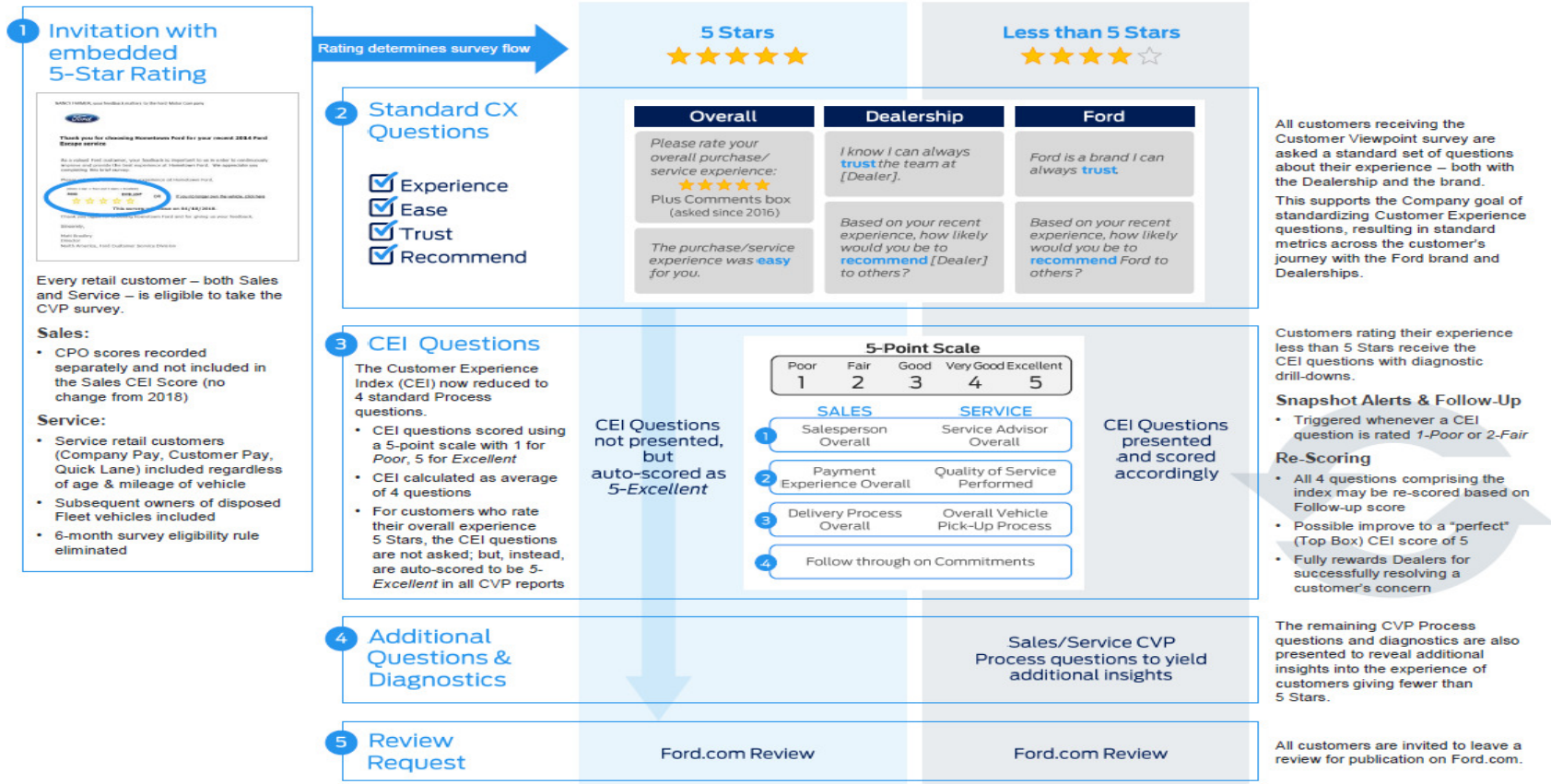
This survey will close on 04/18/2018.

Thank you again for choosing Hometown Ford and for giving us your feedback.

Sincerely,
Matt Bradley
Director
North America, Ford Customer Service Division

2019 Ford Customer Viewpoint

Customer Viewpoint 2019 introduces common Customer Experience (CX) measures while continuing to improve the survey experience for customers. Additionally, survey scoring has been simplified and Follow-up survey re-scoring fully rewards Dealers for concern resolution.



Customer Experience - Customer Satisfaction (CVP)

For the January Achievement Month, all Surveys utilized to calculate the Dealerships January score will be recalculated to reflect the new scoring and index criteria.

- 5-Point Scale (1-Poor to 5-Excellent)
- Customer Experience Index (CEI) = 4 Process Questions
- Auto-Scoring
 - If customer gives 5 Star Rating for Overall Experience, CEI Questions are not presented, but auto-scored as 5-Excellent
- Every retail customer, both sales and service, is eligible to take the CVP survey

Dealership must be Top 90% of their CVP Group or meet a Minimum Qualifier of 4.65



CVP Changes for 2019

Concern Resolution

- No change to CVP Snapshot Alert triggers and Follow-up process
- Any of the 4 CEI questions can be rescored based on Follow-up

CEI Question	Original	Re-Scored
Salesperson Overall	5	5
Payment Experience Overall	2	5
Delivery Process Overall	5	5
Follow Through on Commitments	5	5
CEI	4.25	5

Overall Concern Resolution = 5

CVP Changes for 2019

Every Customer Counts

Current

Customer Viewpoint
Dealer Total Service Score

Included
0-5 Years in

Company Pay
(includes warranty,
recall, ESP, ONP)

Customer Pay
Repairs

Customer Pay
Maintenance

Quick Lane

Excluded

Vehicles Over 5
Years
OR
Over 75,000 Miles
Warranty
Recall & ONP
ESP
Customer Pay Repairs
Customer Pay
Maintenance

Any event where
vehicle was sold
new as a Fleet
(Program Cars)

Visited Dealer in
last 6 months

Surveyed today,
but excluded
from Dealer
score

Currently
excluded from
survey process

2019

Customer Viewpoint
Dealer Total Service Score

Every
customer
visiting the
Dealer having
service work
performed



Go Further

Customer Experience - Staffing & Training

Contact Dealerships must achieve and maintain Base Certification for 80% of employees who are designated within EACH of the SIX Jobs/Roles:

- Sales Manager
- Sales Consultant
- Service Manager
- Service Advisor
- F&I Manager
- Digital Marketer – New for 2019

Select Dealerships must achieve and maintain Base Certification for 80% of employees in ONE of the TWO Sales positions, ONE of the TWO Service positions, Financial Services Manager, and Digital Marketer.

Effective January 2019, Contact & Select dealers, will be required to have at least one Digital Marketer assigned on their STARS roster.





Ford Commitment Program Website

2019 Ford Commitment Program

- Dealers have the opportunity to earn up to 0.9% of MSRP by meeting the following standards
- Dealers will be required to meet both criteria, within a standard, to be considered compliant to that standard
- Achievement of standards are independent of one another

Customer Experience - 0.5%
Staffing & Training
Customer Satisfaction (CVP)

Connectivity - 0.4%
FordPass Rewards Enrollment
FordPass Connect (Modem) Activation Performance



FCP Website

Sales Consultant	19	15	13	87%
Service Manager	1	1	1	100%
Service Advisor	3	2	2	100%
F&I Manager	1	1	1	100%

Staffing and Training Details ⓘ Employee Training Details Report 📄

Sales	65	89.65	91.47 **
Service	50	69.30	80.96 **

Customer Satisfaction Details ⓘ

Dealer Info

Dealer Name: Access Ford Lincoln of Corpus Christi
 Dealer Sales Code: 52126
 Dealer P&A Code: 07061
 Report Card Created: 07/11/2018 02:34 MNT

Communications

July Achievement Month closes on 7/31. However, the July Report Card will be official on 8/8 8PM EST once all data feeds have been posted. The August report card will not be visible until August 7.

Missed Opportunity: \$3,080.00

The amount shown above depicts a missed opportunity. It is the approximate amount you would be earning if, in the previous month, you had met both standards. Because you were non-compliant the previous month, you are earning less on vehicles sold this month ⓘ

[Download Payment Schedule ▶](#)
[Dealer Payment Report](#)

FCP 2019 Progress

2019 Customer Satisfaction Conversion Score	4.83
FordPass Connect Activation	82.50%
FordPass Rewards Enrollment	Yes

FCP Website will update in November to reflect performance towards 2019 criteria



Newsletter Subscriptions

The screenshot shows the Ford Commitment Program website. At the top left is the Ford logo and the text "Ford Commitment Program". The navigation menu includes "Home", "Program Guidelines", "Appeals", "Email Subscriptions" (circled in red), and "Log Out". The main content area features a large image of a red Ford car on a bridge. Below the image, there are three main sections: 1. "Subscribe to Newsletter" (circled in red) with a right-pointing arrow. 2. "Report Card Summary February 2018" with a table of performance metrics and a "View Dealer Report Card" button. 3. "New for 2018" with a paragraph of text, a "Webinar Enrollment Instructions" link, and a progress indicator. 4. "Contact Us" with email, phone, and fax contact information for Ford Motor Company.

Subscribe to Newsletter ▶

Report Card Summary
February 2018

Overall	No
Staffing & Training	Yes
Customer Satisfaction	No

View Dealer Report Card ▶

New for 2018

All Dealers must have 1 F&I Manager assigned the Job or Role and Training Certified by March 31, 2018. If you have not completed the F&I Manager Webinars, ENROLL TODAY to avoid being non-compliant.

[Webinar Enrollment Instructions](#)

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Contact Us

Email: FCP@Ansira.com Phone: 1-866-662-0151


Ford Motor Company
2300 Locust Street
St. Louis, MO 63103

Fax: 1-866-542-0357


Please sign up to receive weekly/bi-weekly/monthly emails regarding your dealerships FCP performance



Newsletter Subscriptions



Ford Commitment Program



Hello Kristen Abbo Wayne, 09/26/2018
 Galpin Ford P&A Code 05536 Sales Code 71040

Ford Commitment Program Qualification: YES

Staffing and Training ▶ **Yes** **Customer Satisfaction** ▶ **YES**

Attention: The following employees are counting towards your training targets and are not certified.

Name	Job / Role
Jason Moss	Financial Services Manager
LUIS CASTANEDA	Sales Consultant
ARMOND HOVSEPIAN	Sales Manager

Attention: The following employees are currently in the New Hire Adjustment Period and are exempt from training targets until their Adjustment Period ends.

Name	Adjustment Period End Date
Pablo Velgel	10/02/2018
Akili Hamilton	12/10/2018
Elizabeth Palacios	12/12/2018
MOHAMMAD POURRAHIMI	12/18/2018
STEVEN DEMAK	12/22/2018

If you have any questions please feel free to contact us or your Zone Manager. **FCP Program Headquarters**
866-662-0151 - fcp@ansira.com

Employees not Certified

Overall Compliance Status, and Compliance for each standard

Employees NHAP End Dates





Timing

Timing & Communications

- **October 22nd: All Dealer EFC went out**
 - 2019 Ford Commitment Program Announcement
 - » FCP Quick Reference Guide
- **Early November: FCP Website will provide:**
 - CVP Score Conversion
- **January: First Achievement Month**
 - 2019 FCP Website Launch
 - Guidebook, Tools, Resources, Reports





Questions?

Contact Nick Steiner (nsteiner@ford.com) 313-300-2931 or
your Parts & Service Zone Manager