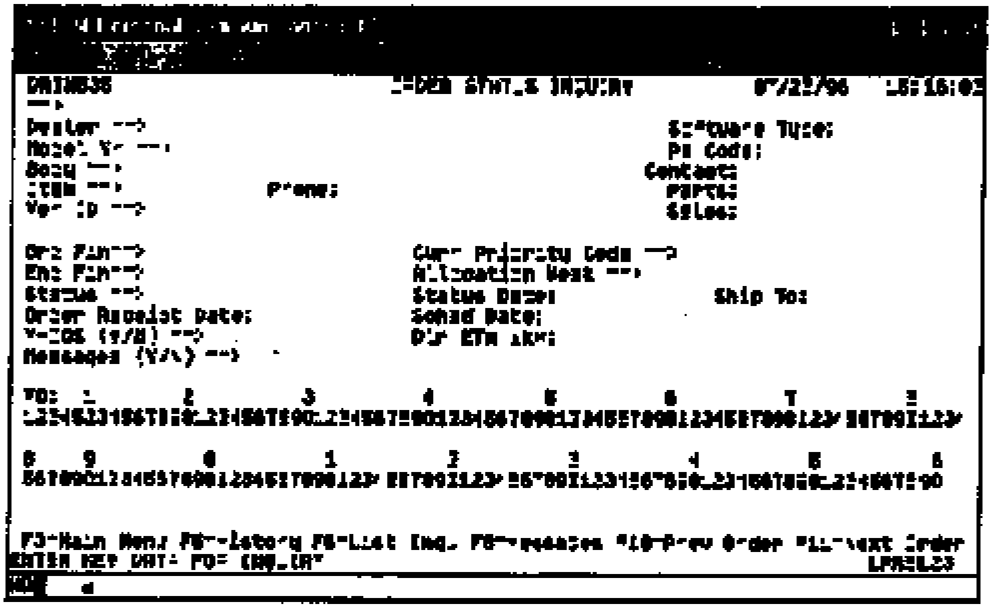
EA02-025

FORD 10/27/03

APPENDIX N

BOOK 43

PART 4 OF 4



1. At this screen input the following:

   DEALER SALES CODE - replace first digit with F or L for Ford or Lincoln-Mercury. I.e. Roy O'Brien Ford 148010, input : F48010

   MODEL YEAR - model year of vehicle

   BODY - vehicle body type (from vin decoding or Dealer Order Receipt Acknowledgement -known as a DORA)

   ITEM - vehicle order# – from NAVIS or DORA

2. After pressing the enter key the following will appear:

   VEH ID - 1st 2 and last 8 (like NAVIS)

   STATUS - current vehicle status (from schedule through delivery)

   STATUS DATE - current status was updated on this date

   SHIP TO - destination for vehicle delivery

   ORDER RECEIPT DATE - date order was received by system

   SCHED DATE - date vehicle was scheduled to be built

   ETA - 'week of' arrival to dealer

(THIS PAGE LEFT INTENTIONALLY BLANK)

TITLE BRANDING INFORMATION VIA FMRS

This database is used to determine:

- The model year, State issuing the branded title, brand date, brand type and title number
- This information will reflect the most current brand date, it will not reflect any previous brands that may have been placed on the vehicle

How to access Title Brand Information

1. Type in TSO3, (NOT TS-zero-3) and press the Enter key
2. When prompted, type in your RACF LP ID (Ex. LPORD54) and press Enter
3. When the next screen is displayed, enter your RACF password and press Enter, the following screen will be displayed:

```
INITINFO           | FPSD INFORMATION CENTER PRIMARY MENU |    11/15/96
                   ----------------------------------------    16:09:47
  CODE  OPTION           DESCRIPTION
  ----  -------------    ------------------------------------------------
   1    REPORTING        Pre-written FOCUS applications (CQIS, FMRS, etc.)
   2    FOCUS            Access to FOCUS databases and documentation
   3    READY MODE       Access to TSO 'READY' mode for downloading, etc.
   4    MODIFY           Access to FOCUS applications with update capability
   5    NON-FOCUS        Access to several non-FOCUS applications

   I    INFOCNTR NEWS    New projects, features, and coming events
   M    MAILBOX          Display important messages and help desk numbers
   R    RMDS             Report Management Distribution System
   S    SPF              ALLOCATE, BROWSE, COPY, EDIT, and SEARCH datasets

   X    EXIT             LOGOFF TSO

 FOCUS release 7.05 replaces 6.8 weekend of November 23.
    TSO3 FOCUS help desk:  (313) 44-68356.

              Type the CODE you want and press 'ENTER' ====>> 1
```

- Type in the number 1 for Reporting
- Press Enter, the following screen will be displayed:

E002-025 2478

```
REPORTS            |      REPORTING SYSTEMS OPTION MENU      |    11/15/96
                   -----------------------------------------     16:10:45
 CODE                               OPTION
 ---- ------------------------------------------------------------------
  1  FMRS              - Field Management Reporting System

  3  MMP               - Materials Management Process
  4  GOBA              - General Office Based Activities
  5  MOMS              - M.O.M.S Trouble Reporting System
  6  PPOCTS            - Power Products Operations Claims Tracking System
  7  HAAOES            - HAAO Export Sales Reporting System
  8  GDS               - Global Distribution System
  9  PMRS              - Project Management Reporting System

 11  CQIS              - Common Quality Indicator Reporting System
 12  DEALERS           - Dealer Information Reporting System
 13  RESOURCE          - Computer Resource Utilization

        R = Return to Primary Menu     X = Logoff the Computer

         Type the code you want and press 'ENTER' ===>>>1
```

- Type in the number 1 for FMRS
- Press Enter, the following screen will be displayed:

```
+------------------------------------------------------------------------+
|MENUFMRS                                                                |
|      FMRS - FIELD MANAGEMENT REPORTING SYSTEM - PRIMARY MENU            |
+------------------------------------------------------------------------+
|                                                                        |
|     1. MANAGEMENT                           7. OWNER RELATIONS         |
|     2. FIELD FOCUS / KEYGOAL                8. AFTER WARRANTY          |
|     3. WARRANTY                             9. DEALER FINANCIAL        |
|     4. SERVICE PROCESS EVENTS              10. BUSINESS TOOLS          |
|     5.                                     11. PARTS SALES             |
|     6. QCP                                                             |
|                                                                        |
|             CURRENT DEFAULT PRINTER =  RV708858                        |
|                                                                        |
+------------------------------------------------------------------------+
| ==> 3    H-HELP    X-EXIT FMRS    L-LOGOFF    P-CHANGE PRINTER        |
+------------------------------------------------------------------------+
```

- Type in the number 3
- Press Enter, and the following screen will appear:

```
!!!  NEW   !!!

     A SUMMARY REPORT OF PLANNED ACTIONS IS NOW AVAILABLE

     ==> SELECT OPTION 4  - WARRANTY COUNSELING PROCESS MENU

     ==> SELECT OPTION 19 - PLANNED DEALER ACTIONS
                            SELECT THIS OPTION TO VIEW/PRINT/DOWNLOAD
                            DEALERS WITH ACTIONS CURRENTLY PLANNED.

                  PRESS 'ENTER' TO CONTINUE

  MENUMEN1 ------------- WARRANTY REPORT MENU -----------------------
```

- Press Enter, the following screen will appear .

```
Option ==>  2

             1 - Region Management/Performance Reports Menu
             2 - Dealer Warranty Claims Analysis Reports Menu
             3 - Pre-delivery Analysis Reports Menu
             4 - Warranty Counseling Process Menu
             5 - Warranty SPC Reports Menu

 -------------------------------------------------------------------
       F1-Help    F3-Exit    F4-Return to FWRS    L-Logoff
```

- Type the number 2
- Press Enter, the following screen will be displayed:

```
MENUWAR2 ---------  DEALER WARRANTY CLAIMS ANALYSIS  ----------------

   OPTION ==>

            1 - Claims Lists for Selected Options Menu
            2 - Claims Lists by Claim or Cost Options Menu
    n/a     3 - Actual Time Reports Menu
            4 - OSL Claims List by Category
            5 - Assembly Replacements Claims List
            6 - Rprs 1000 Mi/14 Days From Wty Exp. Date
            7 - Mileage & Date Fluctuation Claims List
            8 - Multiple Claims List by VIN
            9 - Repeat Repair By Part Number Work Sheet
           10 - Shop Comeback By WCC Work Sheet
           11 - Most Freq Used Labor Operations by Category
           12 - Claims Payment History

  ---------------------------------------------------------------------
   F1-Help   F3-Exit   F4-Return   F8-Next Screen   L-Logoff
```

- Press F8, the following screen will be displayed:

```
MENUWAR2 ---------  DEALER WARRANTY CLAIMS ANALYSIS  ----------------

   OPTION ==>  15

           13 - 24 Month Individual VIN History
           14 - Warranty Claims Advisor
           15 - Wty Cancellation - Branded Title History
           16 - Chargeback Analysis
           17 - 6/60 Owner Name Wty Verification Work Sheet
           18 - Amro Insurance & Wty Paint Claims Comp
           19 - Sum of Rprs 250 Mi/14 Da from Wty Exp Date
           20 - Battery Replacement Summary
           21 - End Of Wty Rpt - 45,000 To 50,000 Miles
           22 -
           23 -
           24 -

  ---------------------------------------------------------------------
   F1-Help   F3-Exit   F4-Return   F7-Prev Screen   L-Logoff
```

- Type the number 15
- Press Enter, the following screen will be displayed:

```
*********************************************************************
*                                                                   *
*                     WARRANTY CANCELLATION                         *
*                   BRANDED TITLE HISTORY REPORT                    *
*                                                                   *
*********************************************************************
*                                                                   *
*            PLEASE ENTER VIN NUMBER TO DISPLAY:                    *
*                                                                   *
*                  VIN:   1FTHX26F9TE[redacted]                     *
*                                                                   *
*                                                                   *
*                 ** PRESS 'F3' TO EXIT **                          *
*                                                                   *
*********************************************************************
```

- Type in the VIN number
- Press Enter, the following screen will be displayed:

```
WG6OUT  --------  FMRS REPORT OUTPUT OPTION SELECTION PANEL  --------

                  Output ==> 1

                  1 - View
                  2 - Print
                  3 - View and Print
                  4 - Batch
                  5 - Download          (n/a)
                  6 - MS Mail File
                  7 - MS Mail/Batch


   ProfsID for MS Mail    ==> MSOWNERS

          F1 - Help           F3 - Exit           ENTER - Process
```

- Type the number 1
- Press Enter, the following screen will be displayed:

```
PAGE      1

                    WARRANTY CANCELLATION                    DATE: 02/16/98
                 BRANDED TITLE HISTORY REPORT
                 ============================

                              VIN: 1FTHX26F9TE[redacted]

                  MODEL YEAR/MAKE: 1996 FOR

      STATE REPORTING BRANDED TITLE: MISSOURI

     DATE TITLE BRANDED/REPORTED(1): JUNE 1997

                       BRAND TYPE: SALVAGE

             STATE TITLE NUMBER(2): L[redacted]
```

- Press F3 to "kill" the report on the screen. If you elected to print the report, you must completely Logoff TSO3 before it will print.

The information generated in the above report can help supplement the general description that OASIS will provide.

Following are the Title Brand Codes that are listed in OASIS:

T1-	Salvage
T2-	Flood
T3-	Over 100,000 Miles
T4-	Not Actual Mileage

Another resource that is available to help determine if a vehicle has a branded title is the National Insurance Crime Bureau (NICB). Their database has information from most if not all of the major insurance carriers. They can be contacted at (800) 452-6282 or (800) 437-6282.

When calling the NICB, the caller needs to identify themselves as a Ford employee. A typical inquiry that you would make is; "Have there been any reported losses on the unit in question?". The NICB may be able to provide names and numbers of insurance carriers, damage estimates, etc. that would be helpful in our decision making process.

NOTE: If the warranty has been cancelled but there is NO record of the title being branded in the United States, it may have occurred in Canada. If this situation arises, contact Ford of Canada at phone number: (905) 845-2511. The contact will be able to tell you why the vehicle was branded

A-PLAN SPONSOR IDENTIFICATION

Following are instructions to identify an A/X/Z Plan Sponsor. This application will:

- Utilize CONCEPS to identify an A-Plan Sponsor

```
YOUR TERMINAL NAME IS R1270379                                   VTMSG10



              THIS IS A PRIVATE COMPUTER NETWORK ---

          UNAUTHORISED USE WILL RESULT IN PROSECUTION



SHOULD YOU HAVE ANY PROBLEMS PLEASE PHONE THE HELP DESK AT (313)525-3400

ENTER COMMAND TO SELECT YOUR APPLICATION
OR THE CHARACTERS 'FACSA' -- THEN PRESS 'ENTER' IMS2
```

- Type in IMS2
- Press Enter, the following screen will be displayed:

```
DFS2002                                              02/09/98 08:02:55
                    FORD Online Data Services (IMS2)
                 Service de Donnees en Direct FORD (IMS2)


                Userid   ===>   LPPxxxxx    <=== Identificateur
                Password ===>   xxxxxxxx    <=== Mot de Passe
      Press return to sign on               Appuyer sur return pour debuter

              -- or --                      -- ou bien --

       Type new Password ===>               <=== Entrez nouveau mot de passe

  Press F1 to set new password              Appuyer sur F1 pour entrer
                                            votre nouveau mot de passe
```

- Type in Userid and password
- Press Enter, the following screen will be displayed:

```
SOMENU    Ford  Application Menu                  Menu des Applications Ford
 SEL DESCRIPTION                                 SEL DESCRIPTION
 --  ---------------------------------------  -- ---------------------------------
  A  CONCEPS                                     A  CONCEPS
  I  Vehicle Locator   (U.S. only)               I  Reperage vehicules (E.U.seulement)
  J  Parts Locator     (U.S. only)               J  Reperage pieces    (E.U.seulement)
  F  FCSD Corporate Applications                 P  Applications de la compagnie DMCP
  S  MSO Corporate Applications                  E  Applications de la compagnie MSO


 F3=Exit IMS                                     F3=Sortie IMS
 DFS3650I SESSION READY FOR INPUT

==> A    •
```

- Type the letter "A" at the prompt
- NOTE: If you are already logged into NAVIS, go back one screen and press 11 to access CONCEPS
- Press Enter, the following screen will be displayed:

```
CMMN00                   CONCEPS Selection Menu                 02/02/98 14:55:12
==> 4________ ______________________________                    Dealer: F81333 (Ford)
SEL  Description                                                        L81273  (L-M)

  1  Vehicle Ordering, Altering and Tracking Menu

  2  Vehicle Marketing Information Menu

  3  Vehicle Financial Menu

  4  Vehicle Sales Menu

  5  Marketing Applications Menu

  6  System Administration Menu

  7  VINCENT Menu (Vehicle Incentive Payment and Information System)

  E  Exit
     *CURRENT DEALER NEWS BULLETIN DATE IS JANUARY 30, 1998*
```

- Type in the dealer code next to "Dealer:" using pseudo dealer codes above, or, as in the example shown below:
  - ⇒ <u>Ford Sales Code</u> of 148411, replace the 1 with an F, so that the dealer code = F48411
  - ⇒ <u>Lincoln/Mercury Sales Code</u> of 345274 replace the 3 with an L, so that the dealer code = L45274
- Type the number 4 at the prompt
- Press Enter, the following screen will be displayed:

EA02-025 2484

```
CMMEN40                      Vehicle Sales Menu                   02/02/98 13:44:33
 ==> 2                                                            Dealer: F81333
 SEL  Description

   1  Sales Entry Menu

   2  Automated AXZ Plan Menu

   3  Used Vehicle Sales Entry Menu

   4  Sales Analysis Menu - For Future use
```

- Type the number 2 at the prompt
- Press Enter, the following screen will be displayed:

```
MPAB500                Automated AXZ Plan Menu                02/02/98 13:44:15
 ==> ADMIN                                                    Dealer: F81333
          SEL  Description

          1    Plan Eligibility and Lock-in

          2    View/Cancel Approved Lock-in     (   0 Lockins Waiting/Not Paid)
```

- Type the letters ADMIN at the prompt
- Press Enter, the following screen will be displayed:

```
EIAP500              AXZ Plan Main Menu                      02/02/98 13:43:49
 => 60______  ______________________________________________

SEL Description                                   Next Keys
--- --------------------------------------------- ------------------------------
 10 Maintain Exceptions Menu
 20 Check Eligibility                             Sponsor
 30 Select Audit Reports
 40 Maintain Company/Vehicle/Dealer Elig Menu
 50 Maintain Control Tables Menu
 60 View Approval History                         Customer, Sponsor, VIN
 70 Review Audit Tracking                         Dealer, Customer, Sponsor
 80 View Dealer History                           Dealer
 90 Sponsor Authorized Approval                   Sponsor
  X Exit
```

- Type the number 60 at the prompt
- Press Enter, the following screen will be displayed:

```
EIAP750              Approval History - Summary              02/09/98 08:15:53
 => __________  ______________________________________________

CUSTOMER ID: ___________ OR SPONSOR ID: ___________ OR VIN: 1FALP53?4V[redacted]

    Approval   Plan Lock-In    Sale       Cancel     Temp Dealer Sponsor    Exop
SEL Date       Type Date       Date       Date       PIN  Code   ID         Type
 -  ---------- -    ---------- ---------- ---------- ---- ------ ---------- --
```

- Type in VIN #
- Press Enter, the following screen will be displayed:

```
EIAP750              Approval History - Summary              02/09/98 08:18:07
 => __________  ______________________________________________

CUSTOMER ID: ___________ OR SPONSOR ID: ___________ OR VIN: 1FALP5384V[redacted]

    Approval   Plan Lock-In    Sale       Cancel     Temp Dealer Sponsor    Exop
SEL Date       Type Date       Date       Date       PIN  Code   ID         Type
 -  ---------- -    ---------- ---------- ---------- ---- ------ ---------- --
 _  01/06/1998 A    01/09/1998 01/09/1998            3814 F48051 191283502
```

- This screen will display the SPONSOR ID
- Click and drag Mouse to highlight number
- Click on Edit, press Copy
- Press F12 to return to previous menu, the following screen will be displayed:

```
EIAP500              AXZ Plan Main Menu                    02/09/98 08:22:34
 => 20_____   ______________________________________

SEL Description                                   Next Keys
--- --------------------------------------------- ------------------------------
 10 Maintain Exceptions Menu
 20 Check Eligibility                             Sponsor
 30 Select Audit Reports
 40 Maintain Company/Vehicle/Dealer Elig Menu
 50 Maintain Control Tables Menu
 60 View Approval History                         Customer, Sponsor, VIN
 70 Review Audit Tracking                         Dealer, Customer, Sponsor
 80 View Dealer History                           Dealer
 90 Sponsor Authorized Approval                   Sponsor
  E Exit

F1=Help  F3=AXZ Plan Menu  F12=Return
 I0045-PLEASE SELECT OPTION AND PRESS ENTER                              LPREL54
```

- Type the number 20 at the prompt
- Press Enter, the following screen will be displayed:

```
EIAP610              Check Eligibility                     02/09/98 08:24:02
=> ________  ______  ____________________________________

SPONSOR ID: [redacted]                          Approvals Remaining:
PIN:                                            Payroll Loc:
First Name:                                     Hire Date:
Last Name:                                      Birth Date:
Street(1):                                      Retire Date:
Street(2):                                      State/Province:
City:                                           Postal Code:

Plan Customer                 Approval Sale     Lock-In  Dealer Plan  Emp  Temp
Year Last Name            Rel Date     Date     Date     Code   Type  Type PIN
---- -------------------- -   -------- -------  -------- ------ -     --   --

F1=Help F3=Plan Adm Menu F4=Adtl Sponsor Info F7=Backward F8=Forward 12=Return
 E0076-PLEASE ENTER SPONSOR SSN AND PRESS ENTER                     LPREL54
```

- Place cursor on "SPONSOR ID:" line
- Click on Edit
- Click on Paste
- Press Enter, the following screen will be displayed:

```
ETAP610                Check Eligibility                    02/02/98 13:38:13
=> __________   191283802______________________________________

SPONSOR ID:  [redacted]    ELIGIBLE              Approvals Remaining:    3
PIN:                                             Payroll Loc:          5104
First Name:  [redacted]                          Hire Date:            [redacted]
Last Name:                                       Birth Date:
Street(1):                                       Retire Date:
Street(2):                                       State/Province:       MI
City:        CANTON                              Postal Code:          48187

Plan  Customer                  Approval  Sale      Lock-In   Dealer Plan  Emp   Temp
Year  Last Name            Rel  Date      Date      Date      Code   Type  Type  PIN
----  -------------------  -    --------  --------  --------  ------  -     --   ----
1998  MALINOWSKI           F    01/08/98  01/09/98  01/09/98  F48051  A          3814
1997  KRONER               S    09/18/97  09/19/97  09/18/97  L48345  A          5940
1996  KRONER                    08/29/96  08/29/98  08/29/96  F48051  A
1995  KRONER               S    11/09/95  11/09/95  11/09/95  L48345  A
1994  KRONER                    10/13/94  11/29/94  10/13/94  F48024  A
```

- Vehicle Sponsor Information is displayed in the top left portion of the screen
- Vehicles that have been sponsored by the Ford employee are listed by most current plan year
- "Rel" stands for "relationship". Following is what each character represents:
  - ⇒ F = OTHER FAMILY MEMBER
  - ⇒ S = SPOUSE
  - ⇒ P = PARENT
  - ⇒ C = CHILD

IMPORTANT:
SOME INFORMATION IN THE AXZ-PLAN SYSTEM IS CONFIDENTIAL AND SHOULD BE TREATED ACCORDINGLY.

LOCATING A CUSTOMER BY NAME ONLY

Following are instructions to identify a customer when no other information is available such as: VIN, City, zip code. This application will:

- Utilize TSO3 to locate a customer's vehicle history

```
YOUR TERMINAL NAME IS 21270379                                   VTAMG10



              THIS IS A PRIVATE COMPUTER NETWORK ---

         UNAUTHORIZED USE WILL RESULT IN PROSECUTION


SHOULD YOU HAVE ANY PROBLEMS PLEASE PHONE THE HELP DESK AT (313)525-3400

ENTER COMMAND TO SELECT YOUR APPLICATION
OR THE CHARACTERS "PACSA" -- THEN PRESS "ENTER" TSO3
```

- Type in TSO3
- Press Enter, the following screen will be displayed:

[redacted]

```
ENTER USERID -
```

- Type in Userid
- Press Enter, the following screen will be displayed

```
------------------------------ TSO/E LOGON -----------------------------------

 Enter LOGON parameters below:                     RACF LOGON parameters:

 Userid    ===> LFRAL54

 Password  ===>  XXXXXX                            New Password ===>

 Procedure ===> LFIFFS                              Group Ident  ===>

 Acct Nmbr ===> 90257

 Size      ===> 5000

 Perform   ===>

 Command   ===>

 Enter an 'S' before each option desired below:
         -Nomail        -Nonotice       -Reconnect        -OIDcard

PF1/PF13 ==> Help    PF3/PF15 ==> Logoff    PA1 ==> Attention    PA2 ==> Reshow
You may request specific help information by entering a '?' in any entry field
```

- Type in your Password at the prompt
- Press Enter, the following screen will be displayed:

```
|INITINFO          |  FCSO INFORMATION CENTER PRIMARY MENU  |     02/05/98
|                  -----------------------------------------     13:41:28
|  CODE  OPTION          DESCRIPTION
|  ----  -------------   ------------------------------------------------
|    1   REPORTING       Pre-written FOCUS applications (COIN, FMRS, etc.)
|    2   FOCUS           Access to FOCUS databases and documentation
|    3   READY MODE      Access to TSO 'READY' mode for downloading, etc.
|    4   MODIFY          Access to FOCUS applications with update capability
|    5   NON-FOCUS       Access to several non-FOCUS applications
|
|    I   INFOCNTR NEWS   New projects, features, and coming events
|    M   MAILBOX         Display important messages and help desk numbers
|    R   RMDS            Report Management Distribution System
|    S   SPF             ALLOCATE, BROWSE, COPY, EDIT, and SEARCH datasets
|
|    X   EXIT            LOGOFF TSO
|
| FOCUS 100   class openings,   Tues. Feb 10   type HELP CLASSES.
|   TSO3 FOCUS help desk:  (313) 44-68356.           (try HELP TREND97)
|_________________________________________________________________________
              Type the CODE you want and press 'ENTER' ====>>>  1
```

- Type in the number 1
- Press Enter, the following screen will be displayed:
-

Printed copies are automatically UNCONTROLLED

```
REPORTS        REPORTING SYSTEMS OPTION MENU         02/09/98
                                                     13:52:52
  CODE                    OPTION
  ---- ------------------------------------------------------------
    1  FMRS          - Field Management Reporting System

    3  MMP           - Materials Management Process

    5  NOMS          - N.O.M.S Trouble Reporting System
    6  PPOCTS        - Power Products Operations Claims Tracking System
    7  NAAOES        - NAAO Export Sales Reporting System
    8  GDS           - Global Distribution System
    9  PMRS          - Project Management Reporting System

   11  CQIS          - Common Quality Indicator Reporting System
   12  DEALERS       - Dealer Information Reporting System
   13  RESOURCE      - Computer Resource Utilization

          R = Return to Primary Menu    X = Logoff the Computer

        Type the code you want and press 'ENTER' ===>> 1
```

- Type the number 1 at the prompt
- Press Enter, the following screen will be displayed:

```
MENUFMRS -------  FMRS FIELD MANAGEMENT REPORTING SYSTEM  -----------------

   Option ==>  7

       1 - Management                     7 - Owner Relations
       2 - Field Focus / Key Goal         8 - After Warranty
       3 - Warranty                       9 - Dealer Financial
       4 - Service Process Events        10 - Dealer Performance Profile
       5 - Dealer Training (STARS)       11 - Parts Sales
       6 - QCP                           12 - TAR Reports


                    Current Printer = RV708858

 ------------------------------------------------------------------------
      F1-Help    F3-Exit   A-Announcements   L-Logoff   P-Change Printer
```

- Type the number 7 at the prompt
- Press Enter, the following screen will be displayed:

Printed copies are automatically UNCONTROLLED

```
MENUOR ------------  OWNER RELATIONS REPORT MENU  -------------------

   Option ==>  3

            1 - Concern Resolution Metrics Reports
            2 - CCP Survey Reports
            3 - Customer Contact Reports
            4 - Dispute Settlement Board (DSB) Reports
            5 - Legal Reports

 -----------------------------------------------------------------------
       F1-Help    F3-Exit    F4-Return to FMRS    L-Logoff
```

- Type the number 3 at the prompt
- Press Enter, the following screen will be displayed:

```
MENUOR3 ------------ CUSTOMER CONTACT REPORTS   ---------------------

   Option ==>  1

        1 - Customer Address Locator
        2 - Counts by Causal Code Across Contact Type
        3 - Customer Contact Openings Reports Menu
        4 - Contact Volume and Ratio Reports Menu
        5 - Owner Appreciation Certificates Reports
        6 - Owner Relations PFB Reports
        7 - Inventory, % Overdue, and Average Days Handling Menu
        8 - Reacquired Vehicle Operations Report Menu

 ----------------------------------------------------------------------
        F1-Help    F3-Exit    F4-O.R. Menu    L-Logoff
```

- Type the number 1 at the prompt
- Press Enter, the following screen will be displayed:

```
ORSTATEX
 *****************************************************************
  1) CUSTOMER'S ADDRESS (TO KEY INTO MORS) TO FIND CONTACT NUMBER
 *****************************************************************

      BECAUSE THIS PROGRAM TAKES A LONG TIME TO EXECUTE,
      IT IS RECOMMENDED THAT YOU RUN IT IN BATCH.

 ENTER UP TO 20 LETTERS OF CUSTOMER'S LAST NAME  >[redacted]
```

- Type in Customer Last Name
- Press Enter, the following screen will be displayed:

```
ORSTATEX
 *****************************************************************
  1) CUSTOMER'S ADDRESS (TO KEY INTO MORS) TO FIND CONTACT NUMBER
 *****************************************************************

      BECAUSE THIS PROGRAM TAKES A LONG TIME TO EXECUTE,
      IT IS RECOMMENDED THAT YOU RUN IT IN BATCH.

ENTER UP TO 20 LETTERS OF CUSTOMER'S LAST NAME  > SOMERS
SOMERS

            ENTER FIRST INITIAL ONLY -OR-
UP TO 14 LETTERS OF CUSTOMER'S FIRST NAME (XX=ALL NAMES)  > M
```

- Type in Customer's First Initial or First Name
- Press Enter, the following screen will be displayed:

```
ORSTATEX
 *****************************************************************
  1) CUSTOMER'S ADDRESS (TO KEY INTO MORS) TO FIND CONTACT NUMBER
 *****************************************************************

      BECAUSE THIS PROGRAM TAKES A LONG TIME TO EXECUTE,
      IT IS RECOMMENDED THAT YOU RUN IT IN BATCH.

ENTER UP TO 20 LETTERS OF CUSTOMER'S LAST NAME  > SOMERS
SOMERS

            ENTER FIRST INITIAL ONLY -OR-
UP TO 14 LETTERS OF CUSTOMER'S FIRST NAME (XX=ALL NAMES)  > M

ENTER 2-CHARACTER STATE CODE (XX=ALL STATES)  > MI
```

- Type the State abbreviation at the prompt

- Press Enter, the following screen will be displayed:


```
*************************************************************************
*                                                                       *
*                FIELD MANAGEMENT REPORTING SYSTEM                      *
*                  REPORT DISPLAY SELECTION PANEL                       *
*                                                                       *
*************************************************************************
*                                                                       *
*                                                                       *
*         PLACE AN 'X' NEXT TO THE DESIRED PRINTING OPTION.             *
*                                                                       *
*                                                                       *
*     ==> BATCH   X ==> VIEW      ==> PRINT      ==> VIEW AND PRINT     *
*                                                                       *
*                                                                       *
*                                                                       *
*                                                                       *
*                                                                       *
*               PRESS ENTER TO PROCESS THIS INFORMATION.                *
*                                                                       *
*************************************************************************
```

- Tab to "View"
- Type an "x"
- Press Enter, the following screen will be displayed:

```
PAGE      1

               SEARCH OF CUSTOMER FILE FOR CUSTOMER NAME: SOWERS
                                 STATE OF MI

               F M
 LIST TITLE I I CUSTOMER LAST NAME STREET ADDRESS CITY          ST ZIP CODE
 ---- ----- - - ------------------ -------------- ------------- -- --------
    1 [redacted]                   [redacted]                   MI [redacted]
---------------------------------------------------------------------------
```

NOTE: If you type "XX" in the "First Initial" field (shown on page 75), your search will be expanded as shown on the following page :

Printed copies are automatically UNCONTROLLED

2002-025 2496

SEARCH OF CUSTOMER FILE FOR CUSTOMER NAME: SOMERS
STATE OF MI

LIST	TITLE	F I	M I	CUSTOMER LAST NAME	STREET ADDRESS	CITY	ST	ZIP CODE
1	[redacted]	[redacted]			[redacted]	MARQUETTE	MI	[redacted]
2						WESTLAND	MI	
3						MARQUETTE	MI	
4						NORTHVILLE	MI	
5						ANN ARBOR	MI	
6						DETROIT	MI	

OWNER RELATIONS VOP/BENCHMARKING ORSTATEX 03/09/98 14.52.56
END OF REPORT

NOTE: The customers found through this report are ones who have previously contacted the CAC. If they do not have a previous MORSII contact, they will not be displayed.

CHAPTER ELEVEN

CONTACT GUIDE

April 20, 1998

Description

Following is a list of contacts that you will frequently use.

Other Information

Other resources available are :

- Ford Intranet
- Regional Telephone Contact Sheet
- E-MAIL
- FCSD Vehicle Service and Programs Phone List

[redacted]

Tel #: [redacted]
Fax #: ([redacted]

Attorney

Dolores Nunez
(DNUNEZ)

Tel #: (313) 248-7754
Fax #: (313) 322-3804

Reacquired Vehicle Operations

Questions concerning policies and procedures on vehicle replacements/ repurchases are to be directed to the person responsible for the activity.

Mailing Address
Shipping Address
Ford Customer Service Division Ford
Customer Service Division
Reacquired Vehicle Operations
Reacquired Vehicle Operations
300 Renaissance Center
300 Renaissance Center
PO Box 43358
Room 1224
Detroit, MI 48243
Detroit, MI 48243

TEL #: (313) 44-66099
FAX #: (313) 44-69471

Responsibility PROFS ID	Phone	Name
(FordNet)		
RAV Inventory (MLOFTUS)	6-7673	Mark Loftus
RAV Policy & Procedures (JSTRONGI)	6-9023	Jeff Strongin
RAV Reporting & Mgt. (JGLASS3) Information Systems	6-7678	Jim Glass
RAV Coordinator (CSMITH1) (Boston, NY, Philadelphia Atlanta, Orlando, KC Chicago, Detroit, Dallas Seattle)	6-9001	Carol Smith
RAV Coordinator (EADELL) (Pittsburgh, Washington Memphis, Cincinnati Houston, LA, SF, Denver)	6-9020	Edna Adell
Special Projects (KJAKLIC)	6-4390	Kim Jaklic

Printed copies are automatically UNCONTROLLED

ER02-025 2501

Vendor Contacts

ENGINEERING ANALYSIS ASSOCIATES (EAA):

Bob Jackman

Tel #: (248) 642-3232
Fax #: (248) 642-4558
See your EAA Contact List for regional contacts.

RAV HEADQUARTERS

RAV Supervisor: Michelle Cooney (MCOONEY) ext. 200

Tel #: (800) 367-3050
Fax #: (810) 488-3703

<u>Mailing Address</u>
<u>Shipping Address</u>

Reacquired Vehicle Program Hdqtrs. Reacquired
Vehicle Program Hdqtrs
PO Box 370
34115 West 12 Mile Rd.
Dearborn, MI 48121
Farmington Hills, MI 48331

FORD EXTENDED SERVICE PLAN HEADQUARTERS

PO Box 6045
Dearborn, MI 48121

Tel #: (313) 390-4973
Fax #: (313) 390-4967

OWNER APPRECIATION CERTIFICATE HEADQUARTERS

1533 North Woodward Avenue
Suite 325
Bloomfield Hills, MI 48304

Tel #: (800) 404-4980
Fax #: (810) 540-5553

HOTLINE TELEPHONE NUMBERS

FCSD Technical Hotline: (800) 826-4694

FCSD Laptop Hotline: (800) 827-2280

PC Support Center: (Ford Net) 5-3500

**OGC-
Consumer
Litigation**

**(Attorney
Demand - Lemon
Law)**

Ford Motor Company
Suite 400 PTW
3 Parklane Blvd.
Dearborn, MI 48126
COUNSEL: Michael [illegible]
TEL #: (313) 59-41966
SUPERVISOR: Jody [illegible]
ADMINISTRATION: Chris [illegible]
TEL #: (313) 39-84212
(Insurance letters, lawsuits, etc.)
FAX #: (313) 32-21480 Suite
400 PTW

TEL #: (313) 84-06844

Phone
Region
PROFS ID	(Ford Ext.)	Case Handler
Boston		Cheryl Halvorsen
(CHALVORS)	33- 71365
Denver	
Detroit	
Memphis (KY, MO, TN, AR, MS)	
Twin Cities	
Washington	
Atlanta (NC, SC, AL, TN)		Brian Birks
(BBIRKS)	84-57407
Dallas (& OK)	
Detroit	
Memphis (AL & LA)	
Wisconsin	
Orlando		Pat Follo
(PFOLLO)	32-38125
San Francisco	
San Juan	
Seattle	
Motor Homes	
Ohio (State of)		Cherly Halvorsen
(CHALVORS)	84-55494
■ Cincinnati	
■ Pittsburgh	
New York		Nancy Nowicki
(NNOWICKI)	59-42435
Philadelphia	
Pittsburgh (K&S only)	
Chicago		Maurice Russell
(MRUSSEL3)	59-42969
Detroit	
Jaguar	
Los Angeles	

LITIGATION PREVENTION **CONTACT GUIDE**

OGC-
Product
Claims Unit

(Product
Liability and
Insurance Co.
Subrogation)

Ford Motor Company
Suite 400, PTW
3 Parklane Blvd.
Dearborn, MI 48126

Fax #: (313) 39-02107

EAST
MIDWEST
SMORTON1(322-3249)
JHOLLING(322-6766)

Connecticut (CT)
Alabama (AL)
D.C.
Arkansas (AR)
Delaware (DE)
Colorado (CO)
Florida (FL)
Georgia (GA)
Maine (ME)
Iowa (IA)
Maryland (MD)
Kansas (KS)
Massachusetts (MA)
Kentucky (KY)
Michigan (MI) Prod Only
Louisiana (LA)
New Hampshire (NH)
Mississippi (MS)
New Jersey (NJ)
Missouri (MO)
New York (NY)
Nebraska (NE)
North Carolina (NC)
Ohio (OH)
Pennsylvania (PA)
Oklahoma (OK)
Puerto Rico (PR)
Tennessee (TN)
Rhode Island (RI)
Texas (TX)
South Carolina (SC)
Vermont (VT)
MDRANCEY
Virgin Islands (VI)
Product Claims for
Virginia (VA)
above and Premises
West Virginia (WV)
Aerostar/Bronco

Rollover

WEST
MGRABONS(845-4025)

Alaska (AK)
Arizona (AZ)
California (CA)
Hawaii (HI)
Idaho (ID)
Illinois (IL)
Indiana (IN)
Michigan (MI) CoCar Only
Minnesota (MN)
Montana (MT)
New Mexico (NM)
Nevada (NV)
North Dakota (ND)
Oregon (OR)
South Dakota (SD)
Utah (UT)
Washington (WA)
Wisconsin (WI)
Wyoming (WY)

A product claim consists of either an <u>accident</u> or <u>injury</u> arising out of an alleged defect, or a <u>fire</u> not within the warranty period. If the claim does not fall into one of the previous categories, then it is a warranty concern.

North American Fleet Service

(1-800-343-5338)

Phone Position (Ford Net)	Fax (Ford Net)	PROFS ID
Fleet Hotline Specialities		
Police: Dwight Finley		(DFINLEY)
248-3390	390-1880	
Analysts		
Pat Visger		(PVISGER)
317-4494	390-1880	
Chris Kuczajda		(CKUCZAJD)
317-9134	390-1880	
Limo: Dwight Finley		(DFINLEY)
248-3390	390-1880	
Analysts		
Karen Dang		(KDANG)
323-7920	390-1880	
Rhonda Bonham		(RBONHAM)
317-9133	390-1880	
Modified Vehicles:		
Dwight Finley		(DFINLEY)
248-3390	390-1880	
Ron Pung		(RPUNG)
248-8410	390-1880	
Analysts		
Pat Visger		(PVISGER)
317-4494	390-1880	
Lasaunji Colston		(LCOLSTON)
317-9127	390-1880	

North American Fleet Service

Position	Phone (Ford Net)	Fax (Ford Net)	PROFS ID
Fleet Support Manager			
David Peterson	337-3392	390-1880	(DPETERS1)
Fleet Hotline Supervisor			
Martha Honeycutt	317-9130	390-1880	(MHONEYCU)
Heavy Truck/RAV Specialist			
Paul Zalmezak	317-9124	390-1880	(PZALMEZA)
Gulf Coast NAFS Regional Manager			
Bruce Bouwkamp	669-4870	699-4874	(BBOUWKAM)
Midwest NAFS Regional Manager			
Paul Cowan	337-5420	322-1414	(PCOWAN)
Northeast NAFS Regional Manager			
Doug Hikade	396-3733	396-3692	(DHIKADE)
West NAFS Regional Manager			

Jim Phillips (JPHILL18)
904-5785 904-5800

Canada NAFS Regional Manager

Wyman Pattee (WPATTEE)
853-3185 1-905-845-7069

CHAPTER TWELVE

April 20, 1998

BULLETIN BOARD COMMUNICATION

BBC NO.: 96271DB60005 Date: September 27, 1996

SUBJECT: Legal Contact Final Repairs

PURPOSE: Inform Market Area Teams

CATEGORY: Customer Satisfaction: Customer Handling

QUESTIONS: DON CONROY PHONE: (313) 44-67048 PROFSID: DCONROY1

BACKGROUND

From January 1 through June 30, 1996, Legal Analysts, within the Centralized Litigation Prevention Section, requested the assistance of a Field Service Engineer (FSE) on 766 occasions. Most of which, were requests for assistance in final repairs.

Final repairs are permitted under most Lemon Laws and, if successful, may have a positive outcome in a legal matter.

NEW PROCESS

Beginning September 30, 1996, requests for FSE assistance in final repairs for legal contacts will originate from the Technical Hotline, via the TAR (Technical Assistance Referral) process.

In addition, the Technical Hotline will work with the dealer on these cases prior to the involvement of an FSE. Legal Analysts will work directly with dealers to initiate the assistance of the hotline.

FSE WORKLOAD IMPACT

Using the resources of the Technical Hotline, prior to the involvement of an FSE, should reduce the need for FSE assistance in final repair situations, barring any external or unexpected circumstances.

J. LaFramboise
Service Improvement Operations Manager

PFB LOG SUMMARY: 91280DM60001

PROFS FIELD BULLETIN

PFB NO. :95233DM60014 Date: August 21, 1995

TO: All FCSD Regional Managers/Secretaries
All FCSD Commercial Vehicle Operations Managers
All FCSD Field Service Engineers/Service Training Instructors
All FCSD Office Operations Managers
All FCSD Owner Relations Managers
All FCSD Parts & Service Improvement Managers
All FCSD Parts & Service Operations Managers
All FCSD Parts & Service Zone Managers
All FCSD Quality Care Managers

SUBJECT: Centralized Legal Contact Handling Responsibilities

PURPOSE: To Support New Region

QUESTIONS: DON CONROY PHONE: (313) 39-67048 PROFSID: DCONROY1

BACKGROUND

In support of the New Region configuration, legal contact handling responsibilities will be centralized under Litigation Prevention, within Owner Relations Operations (ORO).

TIMING AND ASSIGNED LEGAL ANALYST

PHASE I REGIONS (SEPTEMBER 1, 1995 ROLLOUT)

Region	Legal Analyst	Prof ID	Phone Number
Atlanta	Bill Cowell	BCOWELL	446-8952
Boston	Leah Gale	LGALE	446-8930
Dallas	Amanda Robbins	AROBBINS	TBD
	Jennifer Schneider	JSCHNEI8	TBD
Denver	Dan Gies	DGIES	TBD
Detroit	Andrew Chabot	ACHABOT	446-8944
Houston	Maureen Pawelek	MPAWELEK	TBD
Kansas City	Kathy Playwin	KPLAYWIN	446-8925
Memphis	Eileen Pawelek	EPAWELEK	TBD
Pittsburgh	Andrew Chabot	ACHABOT	446-8944
Twin Cities	Leah Gale	LGALE	446-8930
Seattle	Dan Gies	DGIES	TBD
Washington	Kathy Playwin	KPLAYWIN	446-8925

PHASE II REGIONS (SEPTEMBER 15, 1995 ROLLOUT)

Region	Legal Analyst	Prof ID	Phone Number
Chicago	Robin Tansil	RTANSIL	TBD
Cincinnati	Doris Howery	DHOWERY	TBD
Los Angeles*	Byron Moore	BMOORE13	TBD
New York*	Jane Beaty JBEATY TBD		
Orlando	Cindy Daum CDAUM TBD John Paschal JPASCHA1 TBD		

	Wanetta Perkins	WPERKIN1	TBD	
Philadelphia*	Jane Beaty	JBEATY	TBD	
San Francisco*	Byron Moore		BMOORE13	TBD

*Selected Regions will retain a "Paralegal" who's primary focus will be "attorney related" legal cases. All non-attorney related workload, e.g. fires, accidents, air-bag inflations and personal injury cases, will be handled by the Legal Analyst assigned within Owner Relations Operations (ORO).

NOTE: All Legal Analysts will contact their assigned Region(s) prior to rollout and provide established phone numbers. Please add them to your Regional phone listings and TIGON group codes.

PRIOR TO LAUNCH FILES IN PROCESS

All legal cases generated by the Region after the rollout date will be the responsibility of the Regionally assigned Legal Analyst. All legal contacts open prior to the rollout date will be responsibility of the Region.

All documents and files for contacts worked and opened prior to this rollout will remain with the Region and retained in accordance with the Company's record retention policy.

LEGAL ANALYST ROLE

The Legal Analyst will work with all "pre-litigation" cases in an effort to satisfy the customer and prevent legal action.

Legal Analyst responsibilities will include:

- Proactively resolve pre-litigation matters to best serve the customer and dealer while protecting the Company's interests
- Open, investigate and resolve potential legal issues generated from attorney demand letters, Commercial Vehicle Operations (CVO)/dealer faxes and Customer Assistance Center (CAC) openings
- Upon conclusion, contact the attorney/customer with Ford's position and close the Legal contact Ensure compliance with Lemon Law regulation when determining Ford's responsibility in each case
- Establish and maintain a strong working relationship with the Region
- Work with the appropriate Customer Service Manager (CSM) or Field Service Engineer (FSE) to obtain prior Region/Select Dealer Region (SDR) contact information or to request a vehicle evaluation, if necessary Work with the Select Dealer Market Manager to obtain prior SDR call information
- Arrange independent vehicle inspections when necessary Coordinate inspections for CVO generated contacts

REGION/SELECT DEALER REGION (SDR) ROLES

To support these changes, the Region or SDR will:

- Provide input/feedback on the performance of your assigned Legal Analyst(s)
- Forward all incoming attorney demand letters and consumer correspondence with potential legal implications to the assigned Legal Analyst via fax or mail (Initial fax followed by original preferred for response time performance)

Send to: Litigation Prevention
300 Renaissance Center
P.O. Box 43356
Detroit, MI 48243

Fax to: (313) 446-9741

- Review this new process with dealership personnel during regular dealer contact's and focus on their role in providing data and taking action when customers request Ford's position, on potential legal issues, such as fire claims, air-bag inflation, product related personal injury or other losses
- Represent the Company in court, arbitration hearings and at consumer agency proceedings as required either due to the case itself or the law. The Office Operations Specialist (OOS) will have direct contact with the Office of the General Counsel (OGC) for all litigation requests.
- NOTE: SDR personal appearance requests may be assigned to the facing region
- Forward all dealer indemnification requests to: Office of the General Counsel, Parklane Towers West, Suite 514, Dearborn MI. 48126

COMMERCIAL VEHICLE OPERATIONS (CVO) ROLE

- Forward all "non-contact" fleet requests for fire investigation to 1-800-34FLEET (Fleet Service Hotline) This hotline will fax an inspection request to Litigation Prevention
- An additional "Fleet Inspection" form will be forwarded to all Commercial Vehicle Area Teams to process any contact fleet requests This form must be sent via fax directly to Litigation Prevention Upon conclusion of the inspection, follow PFB #95143DH60010 for specific claim handling procedures
- Forward all accident claims involving personal injury and property damage claims exceeding $10,000 to:
- Office of the General Counsel, Parklane Towers West, Suite 300, Dearborn MI, 48126
- Forward all property damage claims less than $10,000 to the Legal Analyst assigned to the facing region

OFFICE OF GENERAL COUNSEL (OGC) ROLE

The OGC Consumer Litigation Practice Group primarily focuses on cases that are in "actual litigation". Their responsibilities include:

- Work with the Office Operations Specialist (OOS) to arrange depositions and conduct discovery
- Manage the Dealer Litigation Assistance Program (DLAP) process
- Work with the assigned outside counsel
- Offer training and guidance to the assigned Legal Analyst

DEALER'S ROLE

In an effort to provide customers with a timely response, we are asking dealers to:

- Work with the Legal Analyst assigned to the Region when necessary and provide pertinent information e.g., service file, sales file, etc.
- Complete and fax a "Consumer Affairs Request for Review" to the Litigation Prevention Section for disposition (See Attachment I)

We believe this centralization will allow us to respond in a timely manner to both our customers and dealers while allowing the Regions to devote their efforts to dealer/customer contact.

F. R. Emerson
Customer Service Operations Manager

PROFS FIELD BULLETIN

ATTACHMENT I

September 11, 1995

To: All Ford and Lincoln-Mercury Dealers

Subject: Centralized Legal Contact Handling Responsibility

Background

Currently, when a customer contacts the Ford Customer Assistance Center (CAC) and indicates that a vehicle defect caused an accident, property damage, personal injury or fire, the Customer Service Representative opens a case for review. This case is then forwarded to the Regional Office for action.

These cases are considered "legal contacts" and require special handling.

Continuous Improvement

In an effort to provide a more timely response to these issues, the Ford Customer Service Division (FCSD) will be centralizing the legal case handling functions presently performed in the Regional Office. This new centralized activity will be part of the FCSD Owner Relations Operations Department, located in Detroit.

Under this new process, when a legal related case is opened, it will be assigned to a Legal Analyst in the newly created Consumer Affairs Section of Owner Relations. The Legal Analyst will begin working the case immediately. The Legal Analyst assigned to the case will investigate and proactively work the case to conclusion.

Your Role in This New Process

Work directly with the assigned Legal Analyst to obtain information, such as service and sales file document copies
Be proactive and complete the attached "Dealer Request for Consumer Affairs Review" when litigious action by the customer may be suspected

Timing

This centralization will be effective Friday, September 15, 1995.

Please ensure that the appropriate personnel in your dealership are aware of this information. We believe this change will provide your dealership with an added tool to better respond to customer needs and protect our mutual interests.

F. R. Emerson
Customer Service Operations Manager

CHAPTER THIRTEEN

April 20, 1998

CHAPTER FOURTEEN

FORMS

April 20, 1998

RAV Operations
Negative Equity Worksheet

Background

- Negative equity is to be deducted from all goodwill and prior resolve refunds. Approval of deviations, requesting the payment of negative equity, is to be obtained from RAV Operations.
- In case of mandated decisions (state/court awards), no deviation request is required.
- The easiest way to spot negative equity is when the vehicle purchase price on the buyer's order exceeds the MSRP on the manufacturer's (Ford) invoice.

Calculating Actual Vehicle Purchase Price (Net of Negative Equity)

Option #1

- The best method of determining negative equity is to obtain the dealer's "wash-out" sheet along with the buyers order. The wash-out sheet will indicate the "Actual Cash Value" (ACV) of the trade-in vehicle. Using the following steps to determine the vehicle's actual purchase price:

⇒ Buyer's Order trade-in value	$ ________
⇒ ACV	- ________
⇒ Overall Allowance	= ________
⇒ Buyer's order vehicle purchase price	$ ________
⇒ Over allowance	- ________
⇒ Vehicle Purchase price Net of Negative Equity	= ________

Option #2

- If the dealer "wash-out" sheet cannot be obtained, you will need to compare the vehicle purchase price to the MSRP on Ford's invoice and use the following to calculate the over allowance amount:

⇒ Vehicle's Buyer's Order Purchase Price	$ ________
⇒ Vehicle MSRP (assumed purchase price)	- ________
⇒ Over Allowance	= ________

NOTE: Option #2 probably underestimates the over allowance amount. To obtain more accurate calculation, locate a Blue Book. If possible look for the date of the buyer's order and subtract the Blue Book value from the buyer's order trade-in value to determine the over allowance $ amount.

CONFIDENTIAL: This is for Ford Motor Company personnel use only.

LEGAL CONTACT INFORMATION GATHERING CHECKLIST

Customer Name____________________ Contact Number____________________

Dealer Name________________ Phone Number____________ VIN__________________

SERVICE FILE

Dealer contact person: ________________

Date request was made: ________________

Request made by: Fax ☐ Phone ☐ Mail ☐

- ☐ Repair Orders (including customer pay & reverse side of hard copy for technician comments)
- ☐ Pre-delivery checklist
- ☐ Miscellaneous (added equipment or aftermarket items put on vehicle)

SALES FILE

Dealer contact person: ________________

Date request was made: ________________

Request made by: Fax ☐ Phone ☐ Mail ☐

- ☐ Buyer's Order
- ☐ Financing Information
- ☐ Rebate Information
- ☐ Factory Invoice
- ☐ Delivery checklist

MISCELLANEOUS

- ☐ Previous Region Involvement? (Ask Service Manager)
- ☐ Is it documented?
- ☐ Any previous Goodwill/Good faith offer?
- ☐ MORS II contact
- ☐ 180 day history (found in OAS2)
- ☐ Complete Warranty History (found in SEII)
- ☐ Has the Title Been Branded (see Chapter 10, pg. 59)
- ☐ Open Recalls or ONP's
- ☐ Technical Hotline assistance?

FLEET REQUEST FOR CONSUMER AFFAIRS INVESTIGATION

******************************** FOR FLEET USE ONLY *********************************

VIN: ______________________ Mileage: ____________

Fleet Name: ______________________

Fleet Contact: ______________________ Title: ____________

Corporate Address: ______________________

City: ______________ State: ________ Zip: ____________

Business Phones(s) ______________________

LOCATION OF VEHICLE

Name of Business or Dealer: ______________________

Address: ______________________ FAX: ____________

City: ______________ State: ________ Zip: ____________

Local Contact: ______________________

Business Phone(s): ______________________

Dealer Involved (if any): ______________________

City: ______________ State: ________ Zip: ____________

ATTORNEY INFORMATION:

Is There an Attorney Involved?: (Yes)/(No) (Please Circle)

If Yes, Attorney's Name: ______________________

Business Phone Number: ______________________

DESCRIPTION OF THE CONCERN: (include date incident occurred)

____

SPECIAL HANDLING INSTRUCTIONS:

____

____

Supporting Documentation Included?:(Yes)/(No) # Of Pages?: ________

FCSD FLEET SERVICE CONTACT:

Name: ______________________ PROFS: ____________

Business Phone(s): ______________________ FAX: ____________

IF NEEDED, PROVIDE ADDITIONAL COMMENTS ON A SEPARATE SHEET OF PAPER. Fax to: (313) 845-5669

PRODUCT INVESTIGATION REPORT

FCSD-CSC-GRO-F-006

Printed copies are automatically UNCONTROLLED

EA02-025 2519

Date of Incident________ 19— Hour.........M

1. OWNER-DRIVER-CLAIMANT

Owner name ______________________________ Age________

Address ______________________________ Phone No. (___) __________

Driver Name ______________________________ Age________

Address ______________________________ Phone No. (___) __________

Claimant Name ______________________________ Age________

Address ______________________________ Phone No. (___) __________

Is claimant represented by an attorney? ☐ Yes ☐ No

If Yes, give name and address ________________

II. Vehicle

Make __________ V.I.N. ______________ Year ______ Model __________

Mileage ______ Trans. Type __________ Axle Type __________ Engine Type __________

Delivery Date _____ New, Used or Demo ________ Lic. No. ______________ State _____

Dealer ______________ Address ______________________________

Inspection Sticker No. ________ Inspection Station No. _______ Exp. Date _____

Principal use(s) of vehicle ______________________________

Special vehicle features, equipment, modifications ______________________________

If vehicle is a truck, state gross pay load and location and description of load at time of incident.

____

____

Nature and extent of damages to vehicle and estimated cost of repairs. (Attach copy of estimate.)

____

____

____

Is vehicle subject to any recall campaign(s)? ☐ Yes ☐ No If "Yes", identify

______________________ Was campaign performed? ☐ Yes ☐ No

III. Property Damage

Was another vehicle involved? ________ Year, make and model ______________

Other vehicle speed estimate ________ MPH By whom ______________

Owner name and address ______________________________

Driver name and address ______________________________

Extent of damage ______________________________

Was property (other than a motor vehicle) damaged? (state nature and extent of damage, name of owner) ______________________________

____

____

IV. BODILY INJURY

Indicate following on injuries and whether the injured person(s) were riding in (A) owner's vehicle, (B) other vehicle, (C) pedestrian or (D) other:

(1) Name and address ____________________
Age ______ Code A, B, C or D ______ Seating position ____________________
Nature of injuries ____________________

(2) Name and address ____________________
Age ______ Code A, B, C or D ______ Seating position ____________________
Nature of injuries ____________________

(3) Name and address ____________________
Age ______ CodeA, B,C or D ________ Seating position ____________________
Nature of injuries ____________________

Where were injured treated and by whom ____________________

V. INVESTIGATION

How, when, and by whom was manufacturer notified of incident? ____________________

Location of incident (specify exact location) ____________________

Road type ______ concrete ______ gravel ______ asphalt ______ crushed rock ______ dirt

Road condition ______ wet ______ dry ______ icy other ______

Shoulder type ______ concrete ______ gravel ______ asphalt ______ crushed rock ______ dirt

Shoulder condition ______ wet ______ dry ______ icy other ______

Name and address of dealer who towed (include tow driver's name), stored and/or provided temporary service to damaged vehicle ____________________

Where can vehicle be seen? ____________________

Did vehicle turn over? ____ Yes ______ No Vehicle speed estimate ___ MPH Posted speed limit ______ MPH

Source of speed estimate ____________ Brand and size tires ____________

Tire condition: R.F. ____ Good ____ Poor ____ Flat R.R. ____ Good ____ Poor ____ Flat
L.F. ____ Good ____ Poor ____ Flat L.R. ____ Good ____ Poor ____ Flat
Other (truck or spare) ____________________

Did your search of the vehicle service history produce service repair orders? ____ Yes ____ No

If "Yes", attach copies of all R.O.'s. (Indicate how many .If "No", explain

Police report attached? ____ Yes ____ No If "No", what station or officer made report? ____ No report filed

____

Witnesses names and addresses ____________________

____

Photos taken? ___ Yes ___ No If "Yes", how many ______ By whom (name and address) ______

____

Note: Furnish photos to ____________________

Name of insurance representative, if present, at the investigation ____________________

____

VI. CLAIMS DESCRIPTION

Driver's description of incident and statement of cause. ______________________

Did you personally speak with driver? ____Yes ____No If "No", give source of driver's description.

Was the vehicle inspected? ____Yes ____No If "Yes", identify all parties ______________________

What vehicle components are allegedly defective? ______________________

Who made allegation? ______________________

If the alleged defective part has been removed from the vehicle, indicate exact part(s), present location and custodian. ______________________

Information from further investigation of incident, including examination of vehicle and scene of incident. ______________________

"IMPORTANT" DO NOT DISCUSS YOUR FINDINGS WITH THE CLAIMANT/CUSTOMER!

DATE OF INVESTIGATION ____________ PRINTED NAME ______________________

DATE SIGNED ________ SIGNED ______________________

Note: Continue answers on another sheet if necessary.

This form will be used by Litigation Prevention Legal Analysts to forward a case package to OGC when the case is located on the Product Litigation Lawsuit List and/or Case Detail Report.

TO: (OGC Casehandler) ______________________________

RE: (contact Number) ______________________________

FROM: (Lit. Prev. Legal Analyst) ______________________________
DATE: (Today's Date) ______________________________

TYPE OF CASE: Atty Demand Letter______ Product Liability Contact________

PERTINENT FACTS ABOUT THIS CASE:

____
____
____
____
____

WHAT OFFER(S) HAVE BEEN MADE BY LIT. PREVENTION:______________________________
____
____
____
____

THIS CASE MEETS THE LAW: YES___ NO____
WHY:
____

OTHER REASONING FOR LIT. PREVENTION DECISION:
____
____
____
____
____

ATTACHMENTS INCLUDE:

FINAL LIT. PREVENTION LETTER TO ATTORNEY: YES ___NO___
SCREEN PRINT (FRONT PAGE OF CONTACT): YES ___NO ____
INSPECTION REPORT(S): YES_____NO____

ACTION ITEMS FOR LIT. PREVENTION LEGAL ANALYSTS:

- ***PROFS NOTE SENT TO CASE HANDLER (IN AD VANCE OF SENDING THIS CASE FILE)! YES___***
- ***FILE COPIED (MICRO) FOR LIT. PREVENTION HISTORICAL FILES? YES___***
- ***USE INTER-OFFICE MAIL TO FORWARD PACKAGE TO OGC (Attn Casehandler, 400 PTW)***

Office of the General Counsel

Ford Motor Company
3 Parklane Boulevard
Parklane Towers West,
Suite 914
Dearborn, Michigan
48126-[illegible]

February 23, 1998

Randall W. McClure
Owner Relations Operations
Ford Customer Service Division

Authorization for Settlements

John Whelan, John S. Flintosh, Randall W. McClure, Jeff Strongin, and James B. Glass are hereby authorized to settle minor consumer legal claims, allegedly resulting from failure to repair defects or provide warranty repairs but not involving accident, fire, or personal injury matters, up to TEN THOUSAND DOLLARS ($10,000) per claim. Claims exceeding $10,000 are also authorized providing that this office is notified of such claims in a monthly report from the Litigation Prevention Activity. This authorization must accompany all requests for drafts to the legal settlement account and is valid from January 1, 1998 through December 31, 1998.

Richard G Gwizdz

Richard G. Gwizdz
Counsel
Consumer Litigation

Office of the General Counsel

Ford Motor Company
3 Parklane Boulevard
Parklane Towers West, Suite 814
Dearborn, Michigan 48126-2589

January 9, 1998

Randall W. McClure
Owner Relations Operations
Ford Customer Service Division

Authorization for Settlements

I hereby authorize John Whelan, John S. Flintosh, James B. Glaze, Randall W. McClure, and Jeff Strongin to settle minor property damage claims such as torn clothing, water damage, personal articles, minor fire damage, and other product liability claims, up to TEN THOUSAND DOLLARS ($10,000) per claim. Minor personal injury claims may also be settled up to one thousand dollars ($1,000). This authorization and a properly executed release must accompany all request for drafts to the legal settlement account. This authorization is valid from January 1, 1998 through December 31, 1998.

John F. Harris

Counsel

Consumer Litigation

FCSD-

CHAPTER FIFTEEN

April 20, 1998

Description

All FCSO personnel are responsible for identifying and implementing quality improvements that lead to more effective and efficient performance with less waste and resource consumption.

The Litigation Prevention Manager and Team Leaders strive for customer satisfaction and continuos quality improvements and are responsible for approving and implementing corrective and preventive actions.

To assure continuos process improvement and corrective actions, regular meetings will be held between Legal Analysts, Team Leaders and the Litigation Prevention Manager. The primary purpose of these meetings is to discuss any such process improvements and corrective actions. During the meetings, all attendees are encouraged to discuss any ideas which would improve the department's process.

Legal Analysts are also advised to bring any urgent ideas to the attention of their Team Leader and the Litigation Prevention Manager immediately. Evidence of all ideas implemented will be detailed in the record of revisions FCSO-CSC-ORO-W-003.

Legal Analyst Responsibilities

Legal Analysts in the department should:

- Be aware of the scope, responsibility and authority of their functions
- Be aware of their impact on product and service quality
- Have authority to carry out their responsibilities
- Understand their defined authority
- Accept responsibility for achieving quality objectives

Litigation Prevention Department Meeting Guidelines

Please refer to Page 2 of this Section for the Meeting Guideline.

Department Meeting Guideline

Date ________________

- Agenda Items

- Identification Of Quality Improvements
  - Action Plan
- Implementation of Previously Identified Quality Improvements
  - Impacted Organization ____________________
  - Signature of Management ____________________ Date: __________
- Review of Cases (Sharing of Knowledge)
- Distribute/Insert Revisions to Manuals
  - Revision # ______
- Attendees at Meeting

- Follow-up Plan to Discuss Meeting Minutes with absent team members.
  - Date Completed

Team Leader __________ Date: ______ Department Mgr. __________ Date: ______

April 21, 1999

TABLE OF CONTENTS

"Printed Copies are UNCONTROLLED"

Ford Customer Service Division	Type of Document: Work Instruction	Document No. FCSD-CSC-ORO-W-003	Prepared By: Litigation Prevention Document Coordinator	Approved By: Litigation Prevention Manager
Subject: Litigation Prevention Legal Analyst Reference Guide	Issuing Activity: CSC-Consumer Affairs	First Issue Date: 1995-09-15	Revision No: [redacted].3	Rev. Date: [redacted]1999-06-03

1. PURPOSE:

This procedure defines the Legal Analyst Reference Guide as the official work instructions for Litigation Prevention.

2. ACTIVITIES AFFECTED:

Applies to Legal Analyst case workload in Litigation Prevention

3. FORMS USED:

None

4. REFERENCES:

MS&S Quality Manual

FCSD-CSC-ORO-P-003, System Level Procedure

MORSIII/SMARTT User's Guide

RAV Policy and Procedure Manual

Lemon Law Summaries

RAV-FAST Software

ISO 9001 Element 4.2 Quality System

ISO 9001 Element 4.5 Document and Data Control

ISO 9001 Element 4.9 Process Control

ISO 9001 Element 4.14 Corrective & Preventive Action

ISO 9001 Element 4.16 Control of Quality Records

GIS1 Global Information Standards

Ford Customer Service Division	Type of Document: Work Instruction	Document No. FCSD-CSC-ORO-W-003	Prepared By: Litigation Prevention Document Coordinator	Approved By: Litigation Prevention Manager
Subject: Litigation Prevention Legal Analyst Reference Guide	Issuing Activity: CSC-Consumer Affairs	First Issue Date: 1995-09-15	Revision No: [redacted].3	Rev. Date: [redacted]1999-06-03

MORSII/SMARTT	Alliance Team	08.02 /C+ 5	Proprietary
Micro/Imaging	Consumer Affairs Mail Coordinator	08.02 /C+ 5	Proprietary

10. RECORD OF REVISIONS:

Revision Number.	Description	Revision Date
1.0	Creation of Reference Guide	1995-09-15
1.1	Filing Process Addition	1996-02-07
1.2	Change in General Release	1996-03-01
1.3	Change to LitTrax	1996-04-02
1.4	Hertz/Budget Change	1996-04-19
1.5	Flowchart/Tracking(ONP)	1996-06-06
1.6	CVO Fax Form	1996-06-20
1.7	Update CAC Flowchart, MORSII Coding, DSB, Check Request and Contact Guide Names/Phone Numbers	1996-07-10
1.8	Computer Apps. - New Chp.	1996-07-23
1.9	MORSII SDR Conversion & OGC Contact Guide Update	1996-08-16
2.0	Complete Manual Re-Write	1996-09-26
2.1	OGC Location Changes	1996-11-07
2.2	Process for Prior Resort Demands (DSB), FOCUS Correction, Title Branding Database	1996-11-18
2.3	Update CAC Flowchart, MORSII, OGC Contact Guide, Settlement Techniques	1997-01-03
2.4	• Update Filing Flowchart • Update Redirect Address • DLAP Address Revision • Contact Guide Update	1997-02-21

Ford Customer Service Division	Type of Document: Work Instruction	Document No. FCSD-CSC-ORO-W-003	Prepared By: Litigation Prevention Document Coordinator	Approved By: Litigation Prevention Manager
Subject: Litigation Prevention Legal Analyst Reference Guide	Issuing Activity: CSC-Customer Affairs	First Issue Date: 1995-09-15	Revision No: [redacted].3	Rev. Date: [redacted]1999-06-03

2.5	• Update CAC Flowchart	1997-03-06
2.6	• Update CAC Flowchart	1997-03-19
2.7	• Table of Contents • Process Improvement/ Corrective Action • Lemon Law Update	1997-04-11
2.8	• Table of Contents • Case Handling • Redirects • Contact Guide	1997-06-23
2.9	• Table of Contents Cover Sheet • Table of Contents • ISO Work Instructions Cover Sheet • Chapter 1 Cover Sheet • Legal Contact Case Handling Flowchart & Guidelines, Pgs 1-7 • Chapter 2 Cover Sheet • Chapter 3 Cover Sheet • Added Fleet Info • Added Fleet Fax • Changed Still to AWS • Changed Vehicle Inspections #3 • Change in inspections by Regional Personnel • Updated Product Liability Case Process Flowchart • Updated Legal Analyst Responsibilities/Added OGC1/2 Letter Codes • Updated guidelines if vehicle is within manufacturer express warranty • Added info on personal injury • Areas of investigation for Vehicle Accidents • Added info on personal injury • Added express warranty info • Areas of investigation for Vehicle Fires • Updated Attorney Demand	1997-09-12

Ford Customer Service Division	Type of Document: Work Instruction	Document No. FCSD-CSC-ORO-W-003	Prepared By: Litigation Prevention Document Coordinator	Approved By: Litigation Prevention Manager
Subject: Litigation Prevention Legal Analyst Reference Guide	Issuing Activity: CSC-Consumer Affairs	First Issue Date: 1995-09-15	Revision No: [redacted].3	Rev. Date: [redacted]1999-06-03

	Section - Added personal injury info - Litigation Prevention Case Filing Process Flowchart updated - Chapter 4 Cover Sheet - Updated shared drive info - Updated Authorization for Settlements Letter - Updated Authorization for Settlements Letter - Chapter 5 Cover Sheet - Chapter 6 Cover Sheet - Updated Lemon Law - Interest Payment Obligation on Vehicle Refunds Sheet - Chapter 7 Cover Sheet - Chapter 8 Cover Sheet - Updated address, phone info - Chapter 9 Cover Sheet - Chapter 10 Cover Sheet - Chapter 11 Cover Sheet - Updated names - Chapter 12 Cover Sheet - Chapter 13 Cover Sheet - Chapter 14 Cover Sheet	
3.0	- Manual Replaced	1998-04-20
3.1	- Updated file name - Updated file name - Chapter 4 Cover Sheet - Added bullet point on attorney fees - Added RAV Section - Added new pages to A,X,Z Plan - Change to address - Updated file name - Updated NAFS Contact Guide - RAV Negative Equity Worksheet - ISO Work Instruction Sheet - Litigation Prevention Legal Analyst Reference Guide now resides online in the MSAS	1998-06-10

	Library (www.mso.ford.com/rs-bin/RightSite/csc_logon.htm?DMW_DOCBASE=cscdoc)	
3.2	• Updated name Revised responsibilities • Revised signature name • Updated content • Updated contact • Add Small Claims Section • Corrected typo • Updated resources • Updated supervisor • Updated case handlers • Updated names • Added 800#	1999-04-21
3.3	• Document Format Change	1999-06-03

11a. MANAGEMENT REVIEW:

Responsible Activities	Reviewer Name
CSC - Consumer Affairs	Litigation Prevention Manager

11b. MANAGEMENT APPROVAL:

Approver Title	Approver Name
Litigation Prevention Manager	Randy McClure

5 EXHIBITS

EA02-025 2538

INTRODUCTION

CUSTOMER HANDLING

- The Importance of Customer Handling
- Concern Prevention
- Concern Resolution

CUSTOMER ASSISTANCE CENTER

- MORS III
- CAC Contacts
- Priority Contacts
- Media Awareness
- Customer Handling Diagnostic Report

ESCALATED CONCERN HANDLING

- After-Warranty Adjustments
- Owner Appreciation Certificates
- Reacquired Vehicle (RAV) Operations
- Dispute Settlement Board
- Lemon Laws
- Legal Contacts

CUSTOMER SUPPORT TOOLS

- Transportation Assistance Program
- Emergency Roadside Services
- ONP/Recalls/Warranty Concerns
- Extended Service Plans (ESP)
- Used Vehicle Certification

DEALER SUPPORT TOOLS

- Training
- Certification
- Customer Viewpoint
- Quality Care Maintenance (QCM)

APPENDIX

- Additional Resources
- Glossary
- Key Contacts/Phone Numbers

McClure
EXHIBIT NO. 5

The Road Map, Your Guide to Dealership Operations: Customer Handling, is designed to provide you with a comprehensive reference manual detailing the support tools and processes available for the prevention and resolution of customer concerns.

Specifically, this manual is a tool for your dealership's Customer Relations Manager (CRM) to use in identifying, tracking and resolving customer concerns in the dealership.

The Road Map is also designed to be a comprehensive resource on the subject of customer handling and replaces previous manuals on the following subjects:

- MORS III
- Transportation Assistance Program

For quick reference, the Road Map is divided into the following sections:

1. Customer Handling
2. Customer Assistance Center
3. Escalated Concern Handling
4. Customer Support Tools
5. Dealer Support Tools
6. Appendix

Each major tab is divided into subtabs allowing you to find information quickly and easily. In addition, icons are used throughout the guide to help you locate key information. Please refer to the Table of Contents for a detailed look of what's included in the manual.

The Role of the Customer Relations Manager/Coordinator

To ensure efficiency and consistency in the handling of customer concerns, it is essential to centralize the appropriate responsibilities with one person who has the skills and authority necessary to effectively resolve customer concerns.

This is the function of the dealership Customer Relations Manager, who has the primary responsibility for ensuring that customer concerns are identified, tracked and resolved.

Depending on the needs of a particular dealership, this role may require a dedicated individual, or it may become a responsibility that is added to an existing position such as the Service Manager (in which case the title of the position would be Customer Relations Coordinator).

The responsibilities of either position (Customer Relations Manager or Coordinator) include both the prevention and resolution of customer concerns.

The Role of the Customer Relations Manager/Coordinator
(Continued)

CONCERN PREVENTION AND RESOLUTION

The handling of complaints, effective follow-up and analyzing trends in customer satisfaction are pivotal to dealership sales and profitability. Perhaps more than any other position in the dealership, the Customer Relations Manager/Coordinator can take the following actions to achieve this goal:

- Establish a concern resolution process within the dealership.
- Establish dealership goodwill guidelines.
- Manage the resolution of all customer concerns:
  - Serve as final decision-maker for issues beyond the empowerment levels of frontline dealership personnel
  - Act as the primary contact for referral of concerned customers from the Customer Assistance Center
  - Contact dissatisfied customers within 24 hours of receipt of a Customer Assistance Center contact or Customer Viewpoint survey
  - Open dealer-generated information contacts on MORSIII, if appropriate
- Coordinate ongoing FORDSTAR customer handling training.
- Ensure an effective customer service follow-up process.
- Track and document resolved and unresolved customer concerns.
- Review the root cause of customer concerns with dealership management so that corrective actions can be taken.

The Role of the Customer Relations Manager/Coordinator
(Continued)

EXCELLENCE IN CUSTOMER SATISFACTION

The Ford Customer Service Division feels strongly that the Customer Relations Manager/Coordinator position in the dealership is critical to achieving customer satisfaction excellence.

Over the next several years, FCSD will continue to develop this position through training, recognition and certification. As a result, the dealership Customer Relations Manager/Coordinator should be registered in STARS for automatic enrollment in these programs.

INTRODUCTION

WHAT IS CUSTOMER HANDLING?

Customer handling is the interactive process of communication and coordination between the customer and dealer to select a product, obtain service and/or resolve concerns.

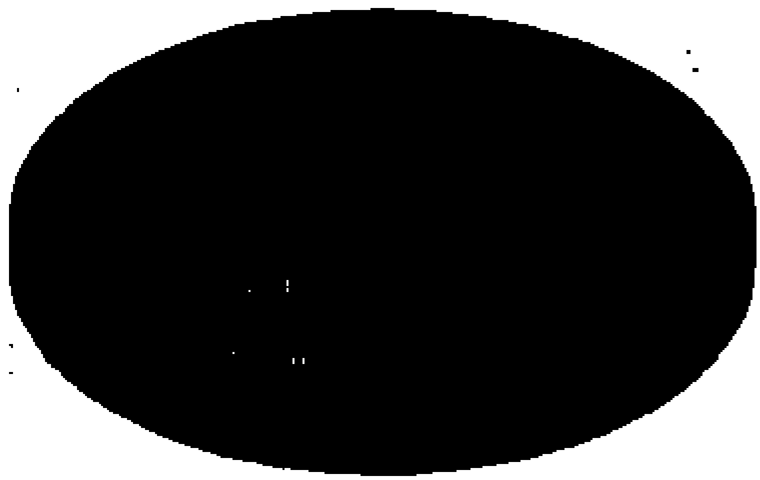
Customer handling is more than a process. It is how you treat people during the process.

These customer interactions should be considered opportunities to satisfy a customer's needs and manage the customer relationship.

Included in this section:

- The Importance of Customer Handling
- Concern Prevention
- Concern Resolution

Customer handling plays a critical role in how a customer perceives the service experience; in fact, how he/she perceives the overall dealership experience. Research shows that 36% *(see chart below)* of what goes into making customers satisfied or dissatisfied with their service experience relates to how they are treated.



THE GOAL

The goal of customer handling in your Service Department should be to build owner loyalty by providing a superior service experience.

Every time someone in your Service Department interacts with a customer, it affects that customer's satisfaction and loyalty to your dealership.

The Value of Customer Loyalty

In today's highly competitive market, it is more important than ever to establish and maintain a loyal customer base. Loyal, satisfied customers provide repeat business and future profitability.

When your dealership loses a customer, it loses profits:

- On future purchases by that customer.
- From any price premiums that a satisfied customer is willing to pay because of his/her loyalty.
- From potential referrals.
- Through negative word of mouth.

The Link Between Complaining Customers and Brand Loyalty

Nobody loves a loud, complaining customer, but studies show that you have a far better chance of saving customers who complain than those who don't let you know that they are unhappy. Most people who complain do so because they want to have their concern worked out.

What's more, customers who complain and are then satisfied are more likely to come back the next time they need service or a new vehicle. That's because they have proof that you care. And there's a big plus: research indicates that a satisfied ex-complainer tells an average of five people how you solved the problem.

The Link Between Complaining Customers and Brand Loyalty
(Continued)

WHY SOME PEOPLE DON'T COMPLAIN . . .

People who don't complain have four basic reasons for just walking away:

- They feel it's not worth their time or trouble.
- They feel no one really cares.
- They don't know how or where to complain.
- They fear retribution.

. . . AND WHY SOME PEOPLE DO

People who complain want:

- Someone to listen and understand
- An apology
- An explanation
- Corrective action

Attitude, As Well As Actions, Creates an Impression

Your ability to satisfy complaining customers has a big effect on your dealership's success as well as your own potential earnings. It's important to remember that a customer's perception of an employee's attitude greatly influences the customer's decision about whether or not to return to your dealership in the future. Consider these research findings:

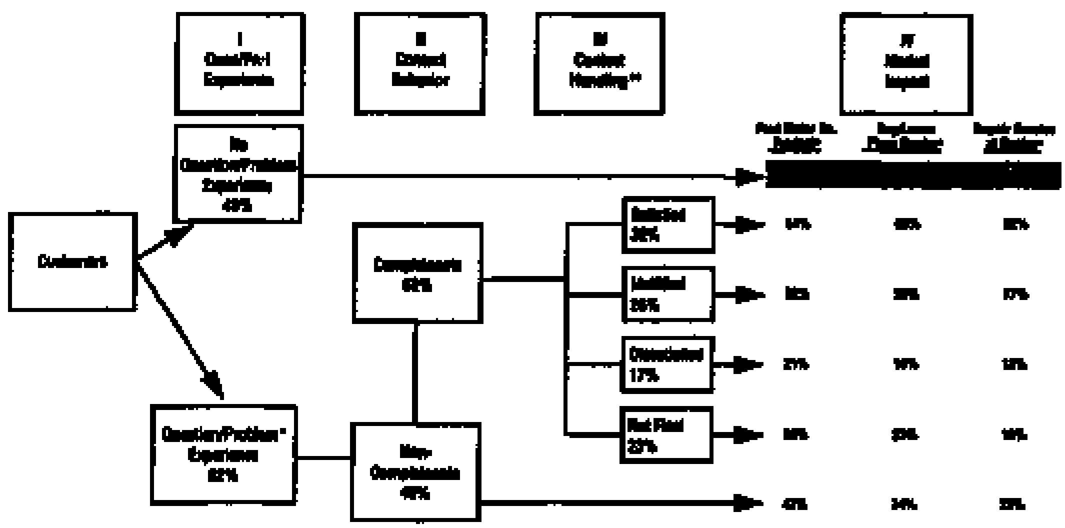
- Customers tell twice as many people about a negative experience as they tell about a positive experience.
- Satisfied customers will tell on average of five people about how you solved their problem.

- **80% of customers will never be back even if their complaints have** been resolved <u>if they think the employee they are dealing with is unfriendly, unenthusiastic, defensive or not committed to being helpful</u>.
- **83% of customers who have their concerns resolved** say they will return to do future business <u>if they perceive the employee as friendly, enthusiastic, nondefensive and committed</u>.

Quick In-Dealership Action on Concerns Boosts Loyalty

Another element that contributes to quality customer handling is time. Whether the end result of a complaint is favorable or unfavorable, research shows that customers whose concerns are addressed quickly at a dealership are more satisfied with the overall experience than those who have had to take their concerns beyond the dealership.

Key Drivers: Market Damage Potential

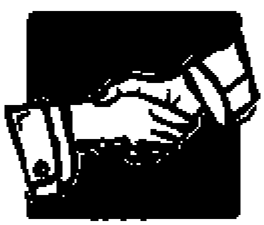


[redacted]

In general, if you do everything you can to ensure that the overall service experience meets or exceeds the customer's expectations, you will avoid many situations that can result in customer complaints. Some of the key complaint prevention strategies are discussed below. The two basic principles they illustrate should be known and used by all customer contact employees:

- Always interact with customers in a friendly, helpful and professional way.
- Communicate with customers frequently and thoroughly throughout the service experience.

Greeting the Customer



You never get a second chance to make a good first impression. That is why the way you greet customers is so important.

The customer will form an opinion of the frontline staff within the first 30 seconds. If the opinion is favorable, the relationship gets off to a good start and has a reasonable chance of continuing long term. If the opinion is negative, the relationship may be in trouble before it even gets started.

The greeting can have a big impact on the attitude and actions of your customer. A first impression that's friendly, professional and caring can have a calming influence on customers who might otherwise be anxious, impatient or even angry.

Greeting the Customer
(Continued)

VISUAL IMPRESSION

Dress and grooming are, of course, an important part of the first impression the staff makes on customers. But there are other factors that can create a positive first impression, including:

- Smile
- Tone of voice
- Enthusiasm
- Direct eye contact

In some instances, it may be difficult to smile or keep defensiveness out of your tone of voice, etc., but these are important skills for customer contact employees to use, even in difficult situations.

ACKNOWLEDGE THE CUSTOMER IMMEDIATELY

Greet your next customer as promptly as possible. Always try to make the first move, rather than waiting for the customer to approach you.

During the early morning rush, it won't be possible to greet every customer as quickly as you'd like. If you can, make eye contact and smile to make waiting customers feel welcome. To the next person in line, you might say "I'll be with you next, sir" or "I shouldn't be too much longer, ma'am."

Greeting the Customer
(Continued)

USE THE CUSTOMER'S NAME

Once you learn the customer's name, either by exchanging names during the greeting or by getting it for the Repair Order, use it often. This personalizes your conversation and makes the customer feel important. Unless you know customers personally, or they ask you to call them by their first names, you're almost always safer using their formal names (Ms. Carter, Mr. Gordon, etc.).

DETERMINE THE CUSTOMER'S STATUS

When greeting, it's helpful to find out if the customer has been to your Service Department before and what type of service or repair is needed. This information is useful for the following reasons:

- It determines how much you have to tell the customer about the dealership.
- It suggests what type of questions to ask the customer.
- It gives you an idea of the customer's expectations and frame of mind.

For example, for first-time customers coming in for basic warranty work, you should explain your write-up, payment and after-service vehicle delivery procedures. Returning customers are more familiar with your operation.

Greeting the Customer
(Continued)

HELP SET REALISTIC EXPECTATIONS

In your initial greeting, you begin to help your customers establish expectations about the service experience. If you make promises you can't deliver, your customers will be dissatisfied. Your goal should be to give your customer a reason to have confidence in your dealership—without overcommitting yourself or the dealership.

Keep these points in mind to help set reasonable and realistic customer expectations:

- Don't promise anything you aren't absolutely sure you and/or the dealership can deliver.
- Inform customers of probable financial responsibility (customer-pay versus warranty work).
- Inform customers of pertinent dealership policies (which credit cards you accept, check acceptance policy, availability of rental/courtesy cars, etc.).

Communicate With Customers Frequently and Thoroughly

Make every effort to keep customers informed as work progresses on their vehicles. In addition to calling customers when their vehicles are ready, you should call customers when:

- The customer's concern has not been accurately identified and additional diagnostic information is necessary.
- The Technician completes the problem diagnosis, and you need approval to proceed with the repair.
- You have prepared a price estimate for a repair not originally quoted.
- Unexpected problems arise. This could include parts not in stock or work taking longer than expected.
- The vehicle will not be ready at the time promised.
- The price estimate for a repair is higher than originally quoted.

In these situations, the positive effects of keeping customers informed outweigh the "bad news" of delays or higher costs. You avoid unpleasant surprises when customers pick up their vehicles. Customers value your honesty and gain confidence in you.

Communicate With Customers Frequently and Thoroughly
(Continued)

Of course, if you tell a customer you will call with further information, you must keep your commitment. Call at the agreed-upon time, even if the promised information is not available. For example:

> *"I promised I'd call you by 11:00, Mr. Jackson. The Technician has road-tested your car. He now has it up on the hoist for diagnosis. We should have a better idea of the cause of that grinding noise in about an hour. Would you like me to call you then?"*

CREATE A POSITIVE MENTAL IMAGE OVER THE PHONE

You will make most of your progress reports to customers over the telephone. What you say and how you say it creates a mental picture in the customer's mind. If that picture is positive, the customer is more likely to believe you and follow your advice.

Here are some specific tips for creating a positive mental image over the phone:

Plan your call: Listen closely to the Technician so you can explain the situation to the customer. If it will help, look at the job yourself. Write out a list of points you want to cover, and have it in front of you when you make the call. Be sure to find out all items to be fixed, and make only one call to the customer.

Communicate With Customers Frequently and Thoroughly
(Continued)

Smile before you dial: Customers can sense a smile in your voice. Pretend the person is right in front of you. Your call will be friendlier and more productive.

Speak clearly into the receiver: Don't mumble or speak too fast. Never talk on the phone with a cigarette, chewing gum or food in your mouth.

Select your words carefully: Make your explanations clear and simple, adapted to the knowledge level of the customer. Focus on benefits, something all customers will understand and appreciate!

Here are some effective words to explain why your customer's vehicle needs a tune-up:

> *"The Technician found no major problem with your car, Mr. Thomas. It simply needs new spark plugs and some adjustments to set the engine to the right specifications. This will stop your engine from hesitating and improve its acceleration."*

This explanation describes the needed repair in nontechnical words. The customer feels comfortable with the diagnosis and benefit.

[redacted]

10 Steps for Making Phone Calls

1. **Ask for the person whose name is on the Repair Order.** This person usually has the authority to make decisions about the vehicle.

2. **Introduce yourself and your dealership.** Using your title and dealership name will reinforce the business nature of your call.

3. **Find out if this is a convenient time for the customer to talk.** This small courtesy can make a big difference in the outcome of your call. If your timing isn't convenient, arrange to call again.

4. **Explain the situation.** Start with a positive statement, if possible. Tell the customer if the Technician has completed the original work. Next, explain the reason for the call. Describe what has occured and what needs to be done. Refer to your notes from your conversation with the Technician, Foreman or parts person.

5. **Review the customer's options.** By now, the customer may be concerned about additional expense, inconvenience, vehicle safety, etc. Offering optional solutions will reduce the customer's anxiety. Be sure to explain any risks or other factors the customer should consider.

6. **Make a recommendation.** Counsel customers about the most appropriate course of action. Emphasize the benefits they will receive, including economics, convenience, comfort, security, performance and prestige. This is a better strategy than focusing on the risks of not following your recommendation. Prepare yourself to quote labor and parts costs and time required to perform the task.

7. **Answer the customer's questions.** By answering questions, you can help customers make informed decisions. Ask customers if you can answer any questions.

8. **Confirm the customer's decision.** This is best done by restating the agreed-upon actions. This prevents misunderstandings and allows customers to reconsider. Support customers if they've agreed to your recommendation. If they decide to postpone the work, try to schedule for a later date.

9. **Get the necessary authorization.** Follow your dealership's policy for verbal consent. Many dealerships require some form of personal identity. This protects you and the dealership should there be a question of authorization. If the customer refuses the recommended work, it's a good idea to note it on the Repair Order. This is an especially good policy for safety-related repairs.

10. **Thank the customer.** Don't overlook this small but important step. Even if they don't go along with your recommendations, they are still customers. Show that you appreciate their support. Thank them for their time and their business.

Your Role in Service Delivery

Customers claim that service delivery is the most underestimated phase in customer satisfaction. As one man said, "I pick up a $150 suit, and they fall all over me. I pick up a $400 Repair Order, and they tell me the car's in the car lot somewhere." A good service delivery is another form of communication that the customer feels is extremely important.

Customers expect and deserve to have their vehicles delivered to them with promptness, efficiency and courtesy. You play a critical role in making sure that happens.

This is a time to make customers feel good about their vehicles and about their decision to do business with you. It is your last chance to leave a positive impression. Anything you can do to make the delivery experience friendly and efficient will encourage customers to return.

TIPS FOR ENSURING A POSITIVE SERVICE DELIVERY

The tips listed below represent the experience of some of Ford's top Service Advisors. Use these ideas to help ensure a satisfying service delivery for your customers.

- **Review the Repair Order for completeness and accuracy.** Make sure the Repair Order shows that the Technician completed the agreed-upon services or repairs. Confirm that the final price shown is consistent with your estimate.

Your Role in Service Delivery
(Continued)

- **Make sure the vehicle has been quality checked.** At some dealerships, the Service Advisor or Foreman inspects the vehicle to be sure the Technician has corrected the concern. If this is not your responsibility, confirm that the assigned person has checked the repairs. Make sure you treat the customer's car with respect.

- **Ensure that dealership personnel:**
  - Do not smoke in the vehicle.
  - Leave the radio on the original setting.
  - Restore the seat to its original position.
  - Leave the vehicle interior and exterior clean.

- **Inform the customer that the vehicle is ready.** When you call, explain the service work done and charges. Confirm the customer's method of payment and explain your pickup procedures. If you can't be present when customers pick up their vehicles, at least they will have received a full explanation of the Repair Order.

- **Be available when customers pick up their vehicles.** Ideally, you should greet each of your customers and review their Repair Orders with them. This may not be possible at the end of the day during the "five o'clock rush." But for customers with comebacks, expensive repairs or other situations that could cause problems to arise, arrange to meet with these customers when they come in. Make yourself available to all your customers to answer any questions.

Your Role in Service Delivery
(Continued)

- **Build value in the customer's mind when reviewing the Repair Order.** First, describe the repairs and mention the benefits that will result. Second, review the parts the Technician replaced. This is important because the Repair Order usually shows part numbers, not descriptions (or only brief descriptions). If the customer has asked to have the used parts returned, make sure they are in the vehicle. Third, point out any no-charge services (e.g., replacement of a fuse or a free safety check). This shows your commitment to the customer.

- **Assume personal responsibility for delivering customers' vehicles.** The most positive action is for you or a Porter to bring the vehicle to the customer. This is especially important at night and in bad weather. At the very least, direct customers to their vehicle; walk with them, if necessary. This is an added courtesy that customers appreciate.

- **Surprise and delight the customer.** Because of the importance of service delivery, many dealerships use special value-added procedures to ensure customer satisfaction. These range from washing every customer's vehicle to personally delivering the car to the customer's home or place of business.

There are times when a customer complaint cannot be prevented — even when proactive measures are taken. These customers are dissatisfied, or at risk of being dissatisfied, with the overall ownership experience. The end result is a customer who is likely not to repurchase another Ford or Lincoln Mercury vehicle.

To prevent a customer complaint from escalating into a dissatisfied customer, Ford has developed a process for resolving complaints. This is designed to identify customers for whom the process has failed and outlines specific ways to resolve these failures and prevent recurrence.

Specifically, the objectives are to:

- Improve customer satisfaction and owner loyalty through an improved and consistent customer handling experience.
- Provide a systematic, simple process-based approach to resolving concerns within the dealership.
- Reduce the number of customer complaints that escalate to Ford's Customer Assistance Center.

Tracking Customer Complaints

Someone within the dealership — the Customer Relations Manager or Service Manager — must own the process and be accountable to ensure that customer complaints are identified, tracked and resolved. This person must have the ability and authority to assign responsibilities and tasks.

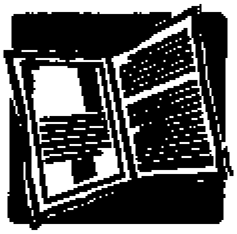
The Customer Relations Manager has access to several sources of customer data, including face-to-face customer contact, service follow-up calls, Customer Viewpoint survey data and the Customer Handling Performance Report. When these data sources are reviewed together, they tell an important story — providing a customer handling "snapshot" of the dealership. The Concern Tracking Form, located at the back of this section *(page CR-9)*, can help you develop your own system for combining and consolidating the information you receive. This should be photocopied by the Customer Relations Manager for subsequent use. Tips for using this form include:

- Use the form to record each and every complaint recorded on a Concern Resolution Worksheet *(see sample on page CR-8)*.
- Look at the trends that may be occurring. Areas to look at include:
  - Volume of concerns
  - Percent of contact by type
  - Percent of contacts by resolution type
  - Monthly, seasonal and annual trends

Putting the Information to Work

Use the information as an extension of service follow-up by formulating questions for customers that can provide more in-depth information on the cause of recurring problems. Use the information to determine if the cause lies within your service process.

Concern Resolution Worksheet



The Concern Resolution Worksheet *(page CR-6)* should be used to record, analyze and track resolutions for any customer concerns. All members of the dealership staff should be encouraged to use this as an efficient way of recording complaints. If the concern can be addressed there and then, the Concern Resolution Worksheet can be merely used to notify the Customer Relations Manager of its existence and satisfactory resolution.

After completing a Concern Resolution Worksheet, as appropriate, and ensuring that the complaint has been fully identified, it is recommended that the concern be routed to the Customer Relations Manager or designated individual responsible for coordinating customer concerns in the dealership. He/she can collate the information on the Concern Tracking Form and assign the concern to the appropriate individual for proper handling.

Concern Resolution Worksheet
(Continued)

Upon resolution of the concern, the completed Concern Resolution Worksheet should be returned to the Customer Relations Manager and distributed as follows:

- The top copy should be retained by the Customer Relations Manager so that he or she can monitor the concern resolution process and record the outcome on the Concern Tracking Form.
- The second copy should be forwarded to the originator of the concern (i.e., salesperson, cashier, porter, etc.) to ensure appropriate resolution of the concern has taken place.
- The third copy should be kept by the individual or department responsible for resolving the customer's concern.

The Concern Resolution Worksheet is then used to record all the steps taken in resolving the complaint and also to note the root cause for future review. It will act as a "prompt" sheet to ensure all cases are followed up to a full and proper conclusion.

Taking It to a Higher Level

Even though he or she has been given responsibility for resolving customer complaints, the Customer Relations Manager shouldn't hesitate to ask for help in certain situations:

- First, a MORS II Information Contact should be opened for any concern that can't be resolved immediately.
- If a customer's expectations can't be met, the Customer Relations Manager may consider it appropriate to review the matter with the Dealer Principal.
- If the matter can't be resolved at the dealership level, the Customer Relations Manager should consider reviewing it with the Ford Customer Service Manager (CSM).
- For higher-level reviews, all relevant customer and vehicle information should be on hand, along with details of all actions taken.

In Summary

The process and the guidelines described in this section on concern resolution will go a long way toward generating a solid base of satisfied customers. And they will lead to long-term benefits for the dealership, its employees and Ford Motor Company.

The Elements of a Successful Concern Resolution Process

The following is a recap of the basic elements of an effective Concern Resolution Process:

1. A documented Concern Resolution Process exists.
2. There is a designated Customer Relations Manager or Coordinator.
3. The Concern Resolution Worksheet is used to document all identified customer concerns.
4. All customer concerns are tracked through resolution.
5. The dealership proactively generates MORSIII contacts for customers they anticipate will call the Customer Assistance Center (CAC).
6. Frontline personnel are empowered to make decisions to resolve concerns.
7. Guidelines for AWA/PO5 expenditures are well documented and communicated to empowered staff.
8. An effective service follow-up system is in place to identify concerns early.
9. Customers who have contacted the CAC and opened a MORSIII contact are contacted the same day.
10. Frontline staff have attended customer handling training.
11. Process measures are established, monitored and sustained.

Concern Resolution Worksheet

Date Opened: ____________________ Date Closed: ____________________

Initiated By: ____________________ Assigned To: ____________________

Description of customer's concern: Appointment Date/Time ____________ Loaner Arranged For? ___Yes ___Not Needed
Cause of concern:
Action taken:

Customer Satisfied? Y ___ N ___	Dealer generated info? Y ___ N ___

Copies To: Initiator, CRM

CONCERN TRACKING FORM for ____________________ (Month/Year)

Date Opened	Customer Name	VIN (last 8)	[illegible]	[illegible]	Date Closed	Actions Taken

[illegible] CAUSE CODES (Add Additional [illegible])				
1. REPEAT REPAIRS	5. SERVICE NOT COMPLETED	9. WRITE-UP TOO SLOW	13. POOR WORKMANSHIP	17.
2. PROBLEM CONTINUES AFTER SERVICE	6. TREATMENT BY DEALERSHIP PERSONNEL	10. SERVICE NEEDS NOT COURTEOUSLY IDENTIFIED	14. NOT READY WHEN PROMISED	18.
3. NO PROBLEM FOUND	7. PARTS NOT AVAILABLE	11. PRICE TOO HIGH	15. OTHER	19.
4. NEW PROBLEM DEVELOPED	8. APPOINTMENT NOT AVAILABLE	12. NO EXPLANATION OF WORK	16.	20.

EM82-625 2/90

MORSIII

- MORS Training and Reference manual is available in an interactive, on-line manual format to both Company and Dealer personnel.

The manual can be accessed by Company personnel via the Company Intranet, and Dealer can view and download the manual through the public Internet.

The applicable URLs are:

COMPANY: **http://www.mso.ford.com/fcsd/na/csc/mors/cbt.html**

DEALERS: **http://www.qcdealer.com**

The Customer Contact Process

An important part of Customer Handling is the effective identification of customer concerns. When customers contact the North American Customer Assistance Center (NACAC), either by calling, writing or via the Internet, it is called a Customer Contact. Customer Contacts are classified according to their nature. Inquiries, in most cases, are handled directly by the CSR and entered into the MORSII database.

Contacts which are complaint-related and require dealership action to resolve are entered in MORSII as:

- Concern
- Region
- Priority
- Legal
- Dispute Settlement Board (DSB)

The Customer Contact Process
(Continued)

They are sent electronically overnight to the dealership, Region and the FCSD Customer Service Manager (CSM) for information and/or appropriate handling. At this point, the dealership contacts the customer and utilizes Customer Handling Tools to handle and resolve the customer's concern. These tools include:

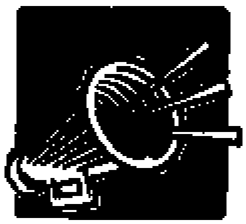
- OASIS
- TIGON
- Technical Service Hotline
- After-Warranty Adjustment
- Transportation Assistance Program

Resolution

Resolution occurs when the dealership, Regional Dealer Contact Team member, or the NACAC reaches a firm decision. The decision may not ensure customer satisfaction (e.g., diagnosis of concern determined that vehicle is performing to design intent), but it should achieve closure and communication of the decision. Upon resolution, Concern Contacts are closed by the dealership with the appropriate information entered into MORSIL.

Note: Information Contacts do *not* require closure.

Inquiry Contact



These requests are non-complaint-related and are usually handled within one day directly by the CSR as an Inquiry Contact or referred to the appropriate activity. In certain instances, the customer may be referred to the dealership for further information, such as sales information requests. These contacts are not transmitted to the dealership or Regional Office via MORSII. Some examples of Inquiry Contacts include requests for:

- Owner guides or sales brochures
- Assistance in locating parts for older vehicles
- Product information
- Ford ESP and warranty information
- Design suggestions/criticisms
- Recall information

DEALERSHIP RESPONSIBILITY

- Assist customer when requested to do so by the NACAC, or at own discretion

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- None

Information Contact

The NACAC will support dealership or Regional decisions when known and will explain the Company guidelines in these situations.

An Information Contact is generated when a customer has a complaint and one or more of the following conditions exist:

- The vehicle is beyond opening criteria and the component is not covered by any warranties, recalls, Owner Notification Programs or Ford Extended Service Plans.
- Vehicle is within opening criteria; however, dealership and/or CSM has made a decision.
- The request involves tire defects and/or road hazards. Tires carry their own warranties and the tire manufacturer should be contacted by the customer.

In certain situations, the customer may be given the dealership Service Manager's name and advised to contact the Service Manager directly. The Information Contact is sent electronically overnight to the dealership to make them aware of the contact. No formal closure is requested by the dealership; however, the dealership should act accordingly to provide timely responses.

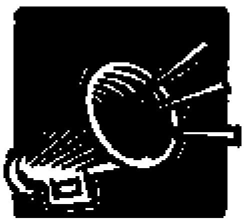
DEALERSHIP RESPONSIBILITIES

- In most cases, no action is required. The contact is for informational purposes only.
- The dealership will receive the Information Contact the morning after the opening by the NACAC and, when required, review the customer's sales/service history and contact the customer for information or action.

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- Provide assistance to the dealership when requested.

Concern Contact



A Concern Contact is opened by the CSR when a customer has a concern and:

- Action is required by the dealership and may involve the CSM or FSE.
- The vehicle is within customer handling guidelines and opening criteria.

Dealers may review all Concern Contacts generated throughout the day by using the "Proactive Customer Activity Report" that is transmitted daily at 10 a.m., 2 p.m. and 6 p.m. ET.

Note: Depending on the Dealer System Provider, these reports may print automatically or may have to be called up and printed.

The MORSII Concern Contact is sent electronically "real time" to the dealership, Regional Office and the Dealer Contact Team. These contacts are printed out nightly at the dealership via COMBAT.

To ensure that customer concerns are addressed promptly, the dealership Customer Relations Manager/Coordinator calls the customer the day the contact is received. If a customer recontacts Ford and indicates adequate assistance is not being provided, the NACAC may contact the Region for assistance.

Concern Contact
(Continued)

DEALERSHIP RESPONSIBILITIES

- Review the "Proactive Customer Activity Report" and make proactive customer contacts during the day the customer contacts the NACAC.
- Receive Concern Contact the morning after the contacts are opened, review the customer's sales and service history and phone the customer the SAME DAY (if not contacted previously as noted above).
- Utilize the Customer Handling Tools (OASIS, TIGON, Technical Service Hotline, Dealership After-Warranty Adjustment and TAP) to handle and resolve customer's concern.
- Contact the Regional Customer Service Manager directly or via TIGON when the Regional CSM's assistance is required. When using voice mailbox, the Service Manager should:
  - Describe contacts for which help is needed and explain problem(s) thoroughly
  - Ask for return reply from the CSM
  - Check for messages from the CSM after 2 p.m. ET on the day the contact is reported
- Enter a status update (as required) on an ongoing basis.
- Enter the appropriate closing comments to describe action(s) taken and close the contact through MORSII AFTER the concern is resolved.
- Utilize the service follow-up process to recontact the customer 48 to 72 hours after the customer has picked up the vehicle.

Concern Contact
(Continued)

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- Respond to voice mailbox by 2 p.m. ET daily
- Provide assistance to the dealership when requested
- Monitor progress of the contact handling
- Review quality of closing comments
- Reject premature closings (e.g., customer scheduled for appointment next week, parts on order) or situations where customer concerns are not resolved

Concern Contact VLC (Very Loyal Customer)

The NACAC will utilize this contact type to flag the customer as a very loyal customer (VLC) to Ford Motor Company. This customer is a Ford or Lincoln Mercury owner/lessee who has been identified as VLC based on market research data which includes:

- Number of Ford Motor Company vehicles purchased or leased over a specified time period and propensity for the customer to purchase a Ford Motor Company product in the future
- Selected QCP survey responses
- Ford Credit information

These individual-specific data sources are used in building the models to predict purchase behavior. The customer "indicator" is accessible to the NACAC via MORSII and should be utilized to initiate "special handling" actions to ensure the customer remains loyal.

Concern Contact VLC (Very Loyal Customer)
(Continued)

DEALERSHIP RESPONSIBILITIES

- Receive a call from a NACAC Customer Service Representative (when inbound call volumes permit) explaining the loyalty of the customer and request superior customer handling. Even if an outbound call cannot be made, a Concern Contact VLC is opened and sent to the dealership overnight.
- Customer Relations Manager/Coordinator or Service Manager is requested to review the customer's sales/service files and contact the customer the same day to review the concern and schedule a future customer-convenient service appointment to resolve the concern.
- Utilize OASIS, TIGON, Technical Service Hotline, Service Loaner, Dealership After-Warranty Adjustment and promptly resolve the customer's concern.
- Utilize the service follow-up process to recontact the customer 48 to 72 hours after the customer has picked up the vehicle.
- Enter appropriate closing comments and close the contact via MORSIII after the concern is resolved.

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- Assist the dealership, as requested, in resolving "Very Loyal Customer" Concern Contacts.
- Monitor the progress of the dealership's handling of the contact and the quality of the closing comments.
- Consider customer's loyalty in making P01 AWA decisions (if applicable).

Concern Contact MR (Multiple Repairs)

- The CSR enters this Concern Contact when the customer cites two or more repair attempts for the same concern.
- The "Proactive Customer Activity Report" may be used throughout the day to note Concern Contacts of multiple repair attempts.
- Multiple Repair Concern Contacts are transmitted electronically overnight to the dealership, CSM and FSE.
- "MR" will appear as the last two digits of the four-digit causal code.

DEALERSHIP RESPONSIBILITIES

- Receive Concern Contact the morning after the contact is opened, review the customer's sales and service history and phone the customer the SAME DAY.
- Utilize OASIS, Technical Service Hotline to handle and promptly resolve the customer's concern.
- Contact the CSM/FSE directly or via TIGON for assistance in resolving the concern.
- Utilize the service follow-up process to recontact the customer 48 to 72 hours after customer has picked up vehicle to verify concern resolution.
- Enter appropriate closing comments and close the contact via MORSII after the concern is resolved.

Concern Contact MR (Multiple Repairs)
(Continued)

FCSD REGIONAL CUSTOMER SERVICE MANAGER/FIELD SERVICE ENGINEER RESPONSIBILITIES

The Regional Customer Service Manager is responsible for determining if FSE involvement is required to assist the dealership in resolving the customer's concern by:

- Working with the dealership service management directly or via TIGON to assist in the resolution of the customer's concern as requested or required
- Monitoring the progress of the dealership's contact handling and the quality of the dealership's closing comments

Concern Contact RA (Regional Assistance May Be Required)

The NACAC will utilize this Concern Contact category for the following conditions:

- Vehicle has been out of service five or more days (includes parts delay on Ford-paid repairs)
- Customer indicates no action initiated within 10 calendar days on a Concern Contact
- Dealership management is unable to assist (e.g., After-Warranty Adjustment requests beyond dealership's authority)
- Dealership refuses to service vehicle for warranty repairs
- Customer cannot locate dealership willing to service vehicle
- Parts delay for non-warranty issue over 30 days (e.g., customer-paid repairs such as interior trim, sheet metal or insurance repair)
- "Unique" situations that require FCSD Regional Office involvement

Concern Contacts RA are transmitted "real time" overnight to the dealership and the FCSD Customer Service Manager.

Concern Contact RA (Regional Assistance May Be Required)
(Continued)

DEALERSHIP RESPONSIBILITIES

- Review the "Proactive Customer Activity Report" and make proactive customer contacts during the day the customer contacted the NACAC.
- Receive Concern Contact the morning after the contact is opened, review the customer's sales and service history and phone the customer the SAME DAY.
- Utilize the customer handling tools (OASIS, TIGON, Technical Service Hotline, Dealership After-Warranty Adjustment) to handle and resolve customer's concern.
- Contact the Regional Customer Service Manager directly or via voice mailbox when the Regional CSM's assistance is needed. When using voice mailbox the Service Manager should:
  - Describe contacts for which help is needed and explain problem(s) thoroughly
  - Ask for return reply from the CSM
  - Check for messages from the CSM after 2 p.m. ET on the day the contact is reported
- Enter the appropriate closing comments and close the contact through MORSE AFTER the concern is resolved.

Concern Contact RA (Regional Assistance May Be Required)
(Continued)

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- Work with the dealership directly or via TIGON to assist in resolving the customer's concern. If the FCSD Customer Service Manager is not available, the Regional Office Operations Specialist or DOM will assist in the resolution.
- Monitor the progress of the contact handling and dealer's closing comments.

Field Contact Special Handling

Any communication sent **directly to the Regional Office** from the Better Business Bureau, Consumer Protection Agency, news media, governmental agency or a demand letter from the customer requires special handling and should be immediately faxed to Consumer Affairs. The fax number is 313-845-5669. A Region (04) or Priority (05) contact will be created.

These contacts must be handled quickly and include detailed closing information entered by the field. Priority contact should be handled within 10 days, with closing comments placing the contact into pending (P status).

These contacts are designated by a special two-digit code in the status/type column of MORSIII:

Contact	Type	Priority or Region
Better Business Bureau	05	Priority
Consumer Protection Agency	05	Priority
News Media	05	Priority
Attorney General	05	Priority
Demand Letter	04	Region

Note: Please see the Priority Contacts section for more information on how Field Contacts are handled when they receive "Priority" status.

Field Contact Special Handling
(Continued)

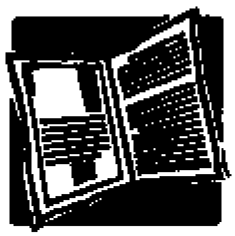
REGIONAL OFFICE RESPONSIBILITIES

Upon receipt of any of the contacts outlined on the previous page, the Regional Office opens a Region Contact via MORSIII.

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- Provide previous Company Involvement Information for contact handling.
- Test-drive/inspect vehicle(s) as required.
- Contact customer to manage expectations and review concern.
- Facilitate resolution efforts with dealership management.
- Submit thorough closing comments to Special Liaison via MORSIII.

Field Contact Service-Related Concerns



DEALER NONDISCLOSURE OF REACQUIRED VEHICLE

Ford Policy

- Dealers are to disclose all RAVs to customers AT THE TIME OF SALE.
- Failure to disclose an RAV at the time of sale may result in the following penalties:
  - Payment to Ford of liquidated damages in the amount of $5,000 per nondisclosure
  - Reimbursement to Ford of any costs, penalties, or expenses, including reasonable attorneys' fees, that Ford incurs or may incur as a result of the dealer's failure to disclose in accordance with Ford policy and any applicable state or federal laws. Ford may elect to collect these damages, costs, penalties, or expenses by debiting any open accounts Ford has with the dealer
  - Loss of Ford RAV auction privileges
- Further details are available on the RAV Disclosure Agreement, Form FCS-8535, signed by the dealership when an RAV is purchased at a Ford-sponsored auction.

NACAC Actions

- Open a Region Contact when a customer contacts the NACAC because of an alleged nondisclosure.

Field Contact Service-Related Concerns
(Continued)

DEALER RESPONSIBILITIES

- Dealers involved with the Region Contacts described earlier are responsible for the satisfactory resolution of the customer's concern.

FCSD REGIONAL CUSTOMER SERVICE MANAGER RESPONSIBILITIES

- Facilitate the resolution of the customer's concern at the dealership level.
- Close the MORSIII Region Contact documenting steps taken to resolve the customer's concern.
- Counsel with appropriate dealership management to ensure that an RAV disclosure process is in effect.
- Contact RAV Operations Policy and Procedures Manager with questions.

CUSTOMER SEEKS ASSISTANCE WITH THE TERMS OF A REACQUIRED VEHICLE

NACAC Actions

- Open a Region Contact when a customer contacts the NACAC to discuss the terms of a Reacquired Vehicle transaction.

Dealership Actions

- Maintain communications with the FCSD Customer Service Manager to facilitate resolution of the customer's concern.

Field Contact Service-Related Concerns
(Continued)

FCSD REGIONAL CUSTOMER SERVICE MANAGER ACTIONS

- Contact the customer and resolve the customer's concern.
- Contact RAV Headquarters at 1-800-367-3050 if the terms of the customer's transaction change.
- Close the MORSII contact, documenting the steps taken to resolve the customer's concern.

[redacted]