



Service Campaign 953 - Customer Lists

There are multiple ways to contact customers with an open 953 campaign. This guide provides information on where to obtain a list of customers with an open 953 campaign and get them in to complete this important product improvement campaign.

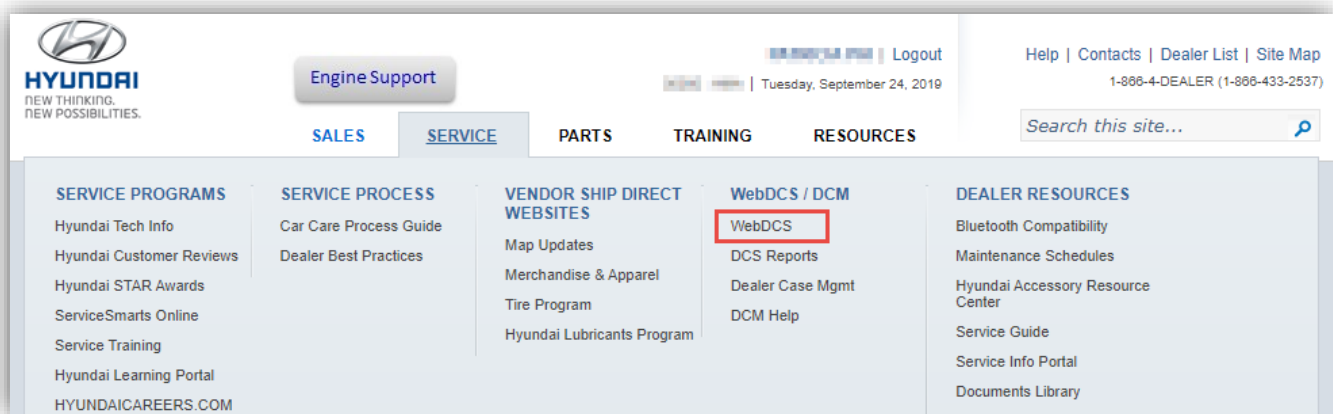
- [WebDCS](#) – WebDCS provides dealers with a list of all VINs that have an open campaign. Use this site to export a VIN list of all vehicles with an open 953 Campaign. This list can be used as a reference to available customer information through the Dealer Management System (DMS) and/or ServiceSmarts Online (SSO).
- [ServiceSmarts Online](#) – SSO provides a 7-Year UIO Customer List that may include customer contact information. Use this information against the 953 VIN list to contact customers.
- [HX OnDemand Campaigns](#) – HX OnDemand provides the ability to create a marketing campaign to reach out to customers. Use this feature to create 953 Marketing Campaign(s) to reach out to marketable customers via email or direct mail.. Email is free of charge for Dealers enrolled in the Opportunity Marketing pillar of HX.
- [HX OnDemand Reporting](#) – HX OnDemand created marketing campaigns to remind customers to complete Campaign 953 are listed in the OnDemand reporting section of the HX portal Once a campaign is sent to owners a list of owners sent the campaign will be accessible in the portal. These mail history and email history reports have the most current contact information, including, phone number that Hyundai has on file for the owner communicated to. Dealers can also review the select list of 2011-14MY customers with an open 953 Campaign that were sent reminders to complete their 953 Campaign in the same reporting section. Use these lists to follow-up with customers that have yet to respond and schedule an appointment.

[Service Consultant Talk Tracks](#) are also included to assist dealers in guiding their conversations with customers regarding Campaign 953.

WebDCS

WebDCS provides dealers with a list of all VINs that have an open campaign. Use this site to export a VIN list of all vehicles with an open 953 Campaign.

1. Click on the WebDCS link on HyundaiDealer.com under Service>WebDCS.



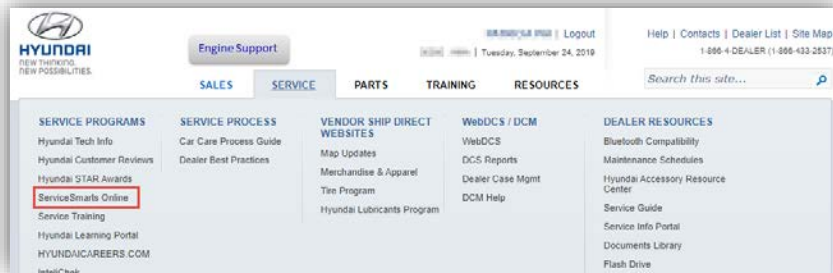
2. In WebDCS:
 - a. Under the Service tab, click on "Uncompleted Campaign VIN List"
 - b. Filter to Campaign Number 953 – "08/09/2018 – 953 : ECM & Cluster Update Eng. (19-01-002H-1)"
 - c. Click SEARCH
 - d. In the search results, select "953" in the Campaign Column



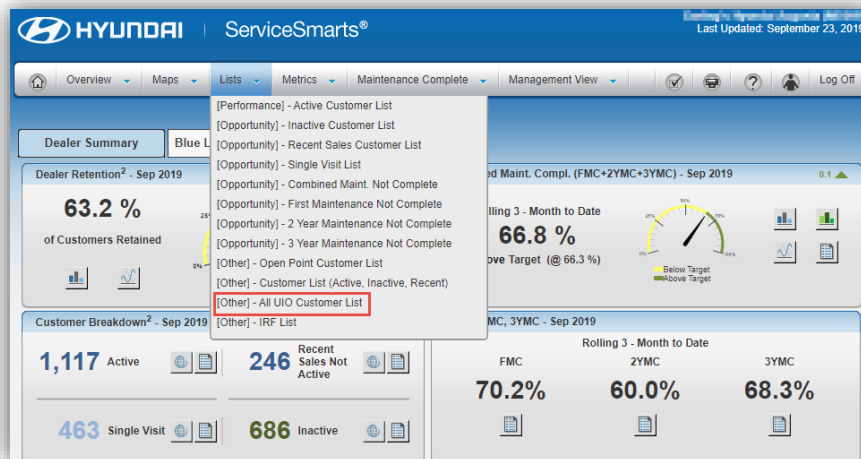
ServiceSmarts Online

One way to access customer information is through ServiceSmarts Online. SSO provides a 7-Year UIO Customer List that may include customer contact information. Use this information with the 953 VIN list to contact customers.

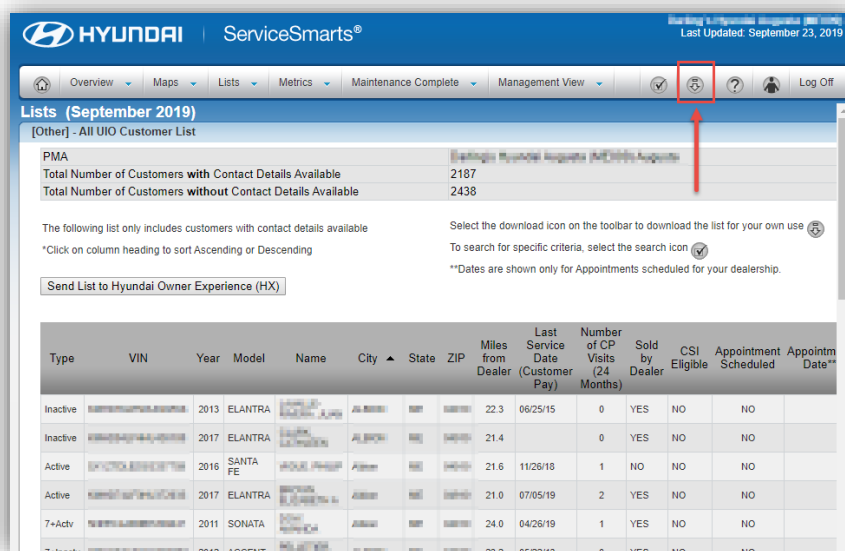
1. Click on the ServiceSmarts Online link on HyundaiDealer.com under Service>Service Programs.



2. Under the Lists Menu, click on "[Other] All UIO Customer List".



3. Download All UIO Customer List by clicking on the Download button at the top of the navigation bar.



4. A pop-up will appear asking if you would like to track responses. Click No and then Download.



Response Rate Tracker (RRT) Confirmation

Are you downloading this list as part of a marketing effort for which you would like to track customer responses?

If you select **Yes**, you will be asked to provide a name and redemption period for the marketing effort.

If you select **No**, you may download the list immediately, however, the response rate will not be tracked.

Yes **No** Cancel

Download File

Select **Download** to begin downloading the list or select **Close** to terminate the download and return to the list exhibit

Download Close

5. Filter through this (7-Year UIO) customer list* against the 953 VIN list and check to see if customer contact information is available. List may include:
 - a. Customer First and Last Name
 - b. Address
 - c. Phone
 - d. Email

* Please note that you have full responsibility to maintain the customer and prospective customer lists once delivered to you. HMA will no longer cleanse the lists to delete customers or prospects who may have opted out of receiving communications. You must comply with all such opt-out requests that you may receive within 10 business days (whether such opt-out is through e-mail, on-line, mail or telephone) and fully abide with all applicable federal and state laws, rules and regulations. Please note that you have full responsibility to maintain and use the customer and prospective customer lists once delivered to you. Please be aware that amendments to the Telephone Consumer Protection Act issued by the FCC effective October 16, 2013 require prior express written consent before a telemarketing call may be made to a consumer's cell phone using an auto dialed and/or pre-recorded system. Any future use of all phone numbers on these lists is subject to the above requirement. HMA takes no responsibility for calls you or those acting on your behalf make using auto dialers and/or pre-recorded messages for marketing. It is up to you to ensure that your actions are in full compliance with all applicable federal and state laws, rules and regulations.



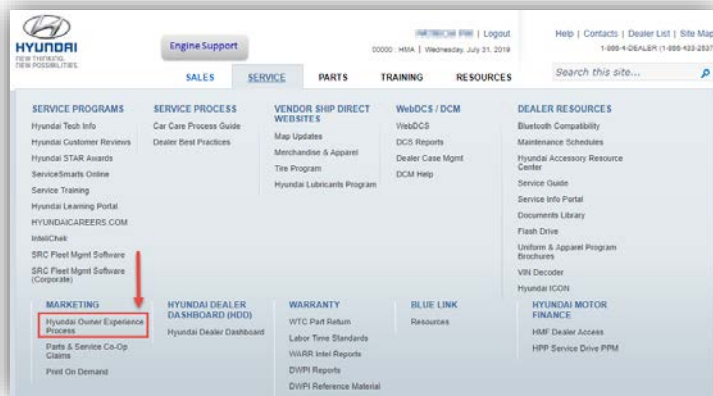
HX OnDemand –Marketing Campaigns

HX OnDemand provides the ability to create marketing campaign(s) to reach out to customers. Use this to create 953 Marketing Campaign(s) to send communications to marketable customers. Communications can be sent via email and direct mail. OnDemand Email communications are free for Dealers enrolled in the Opportunity Marketing pillar of HX. Dealers can contact their HX Representative for more details.

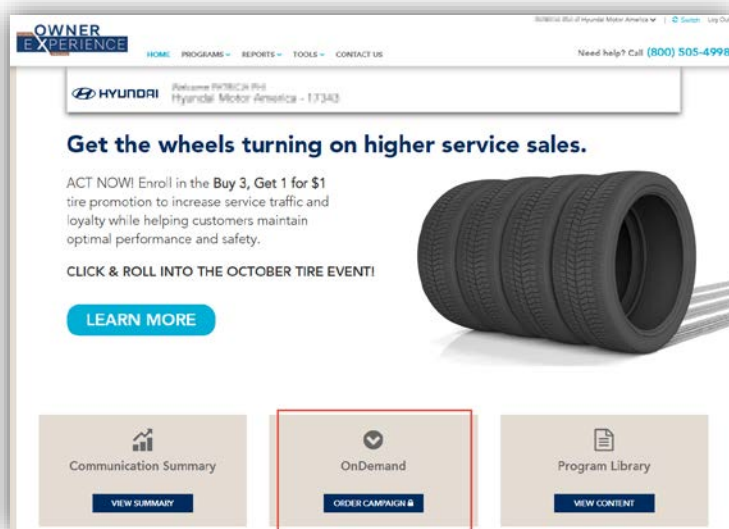
Create an OnDemand Marketing Campaign for 953 by logging in to the HX Portal to request a campaign or calling your HX Marketing Consultant to complete the “Hyundai Dealer OnDemand Approval Form – 953 Campaign” found at the end of this document. This document can also be started by the dealer and emailed to HyundaiPHQ@ownerexperience.com to start the campaign process. Please contact an HX Representative for assistance.

Dealers can also:

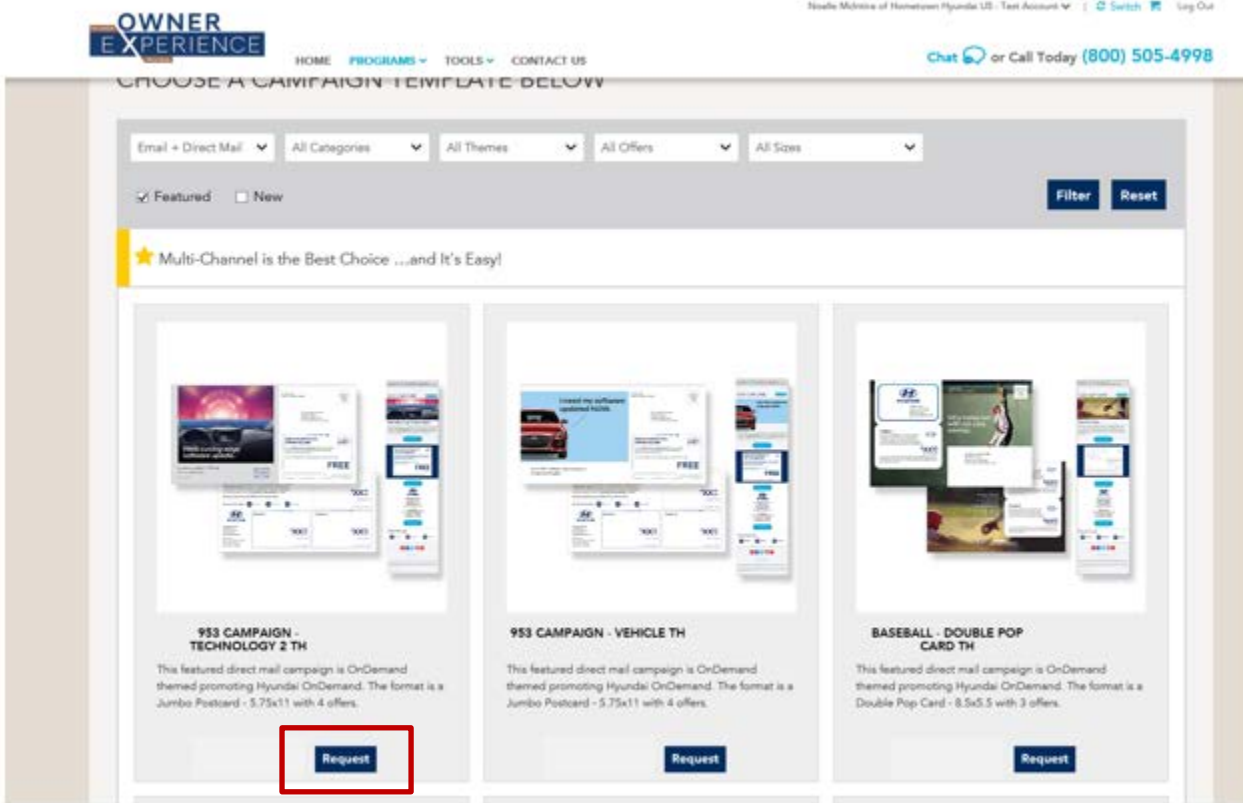
1. Login to HyundaiDealer.com and go to Service>Marketing>Hyundai Owner Experience Process.



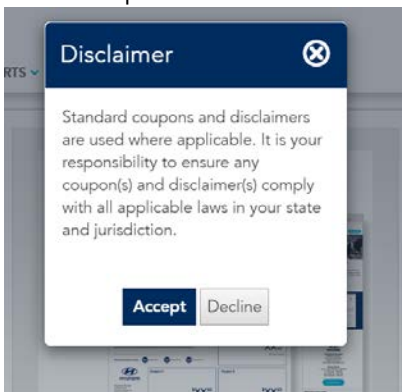
2. On the OnDemand tile, click “Order Campaign”.



3. Click “Request”



4. Click "Accept"



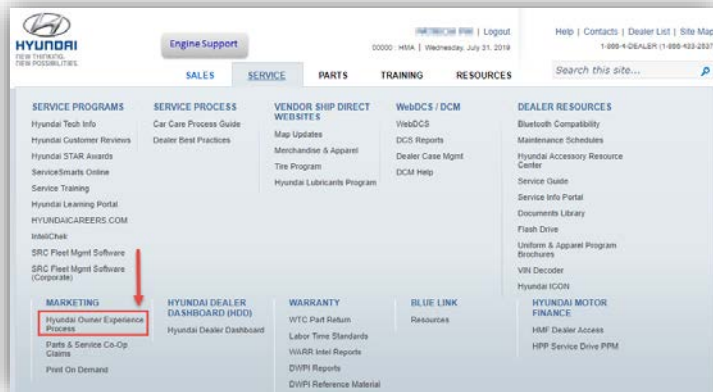
5. HX Rep will contact you regarding your request.



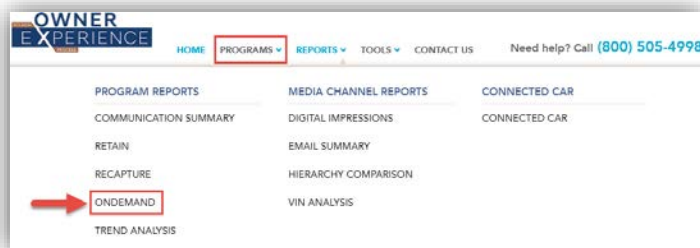
HX OnDemand – Marketing Campaign Reports

HX OnDemand created marketing campaigns to remind customers to complete Campaign 953 can be viewed in the reporting sections of the HX Portal. Use this list to follow-up with customers that have yet to respond and schedule an appointment. Dealers can contact their HX Representative for more information.

1. Login to HyundaiDealer.com and go to Service>Marketing>Hyundai Owner Experience Process.



2. Click on the drop down for Reports and select OnDemand.



3. Scroll down to the bottom section "OnDemand – Service". Here you will find a list of marketing campaigns. Look for the marketing campaigns that refer to Campaign 953. Click on any underlined numbers in this list to bring up customer information. Use this list to conduct additional outreach to follow-up, schedule appointments and complete the campaign.

OnDemand - Service [Less Detail](#)

3,450 Unique Customers Contacted

CP Revenue WP Revenue Total RO Revenue Unique Responders

Total Communications Sent: 3,458 (CP: 1,544, WP: 1,914)

Campaign	Communication Type			Response Details							
	Date	Direct Mail	Email Sent	Unique Customers Contacted	Unique Responders	Total Repair Orders	Response Rate	CP Revenue	WP Revenue	Total RO Revenue	Average RO Revenue
953 COMPLIMENTARY OIL CHANGE MY11-14	8/25/2019	1,265	0	1,265	1,265						
953 COMPLIMENTARY OIL CHANGE MY11-14	8/24/2019	0	740	740	740						
953 COMPLIMENTARY OIL CHANGE MY11-14	8/14/2019	0	793	793	793						
953 REINFORCED MESSAGING MY11-14	8/25/2019	229	0	229	229						
953 REINFORCED MESSAGING MY11-14	8/24/2019	0	185	185	185						
953 REINFORCED MESSAGING MY11-14	8/14/2019	0	196	196	196						
Total OnDemand - Service		1,544	1,914	3,458	3,450						



Service Consultant Talk Tracks for Campaign 953

You are eligible for a new Product Improvement campaign!

"Hyundai has developed new engine monitoring technology that uses software innovations and existing sensors to proactively monitor engine performance. If an abnormality is detected, the vehicle is put into "engine protection mode" to prevent further engine wear. This software update is available free of charge as part of a Product Improvement Campaign, and only takes about 30 minutes to complete. Can I add that to your service order today?" (If not, when would be a good time to schedule this update?)

I received a letter in the mail, what is Service Campaign 953?

"Hyundai has developed innovative new software that utilizes an existing engine sensor to detect abnormal engine performance. If detected, the vehicle is put into an "engine protection mode" to prevent further engine wear. Service Campaign 953 will apply this software update to qualified Sonata, Santa Fe Sport, and Tucson vehicles free of charge to customers as part of a Product Improvement Campaign."

What happens if my vehicle goes into "Engine Protection Mode"?

"The newly updated software continuously monitors the engine for vibration patterns that could indicate unusual parts wear. In the rare instance that this occurs, the check engine light will illuminate, an audible chime will sound, and the vehicle will be placed into a temporary "engine protection mode." This "engine protection mode" limits vehicle speed to 65 mph or less depending on vehicle load and road conditions. This is still sufficient to drive to the nearest Hyundai dealer for diagnosis. Alternatively, if your vehicle is less than 5 years old, you can call Hyundai Roadside Assistance at 1-800-243-7766."

What should I expect when I bring my vehicle in with "Engine Protection Mode"?

"If your vehicle goes into "Engine Protection Mode," the dealership will diagnose the check engine light under warranty. If the diagnosis requires an engine replacement, a Service Rental Car (SRC) or alternative transportation will be provided to you at no cost."

I already had an engine recall performed on my vehicle, do I still need this?

"Hyundai strongly encourages customers to bring their vehicles in to the dealer for the free software upgrade. Hyundai previously recalled certain 2011-2014 Sonata and 2013-2014 Santa Fe Sport vehicles to inspect, and if necessary, replace the engine. Hyundai developed this new software update as an added layer of protection to deliver an early warning to the driver."

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN

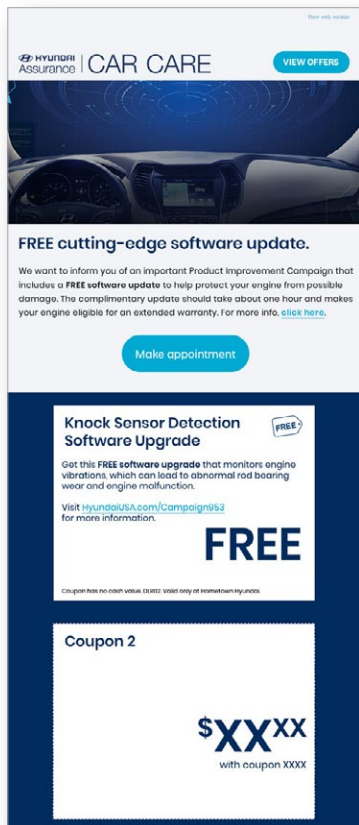


953 Campaign: Inform your owners about an important software update so they may avoid potential engine malfunction. The 953 Campaign OnDemand will help build trust, loyalty, and retention with your customers as it shows you are looking out for the well-being of their vehicle and budget. It will also help drive traffic to your service bay, which may result in additional paid services while your customers are there.

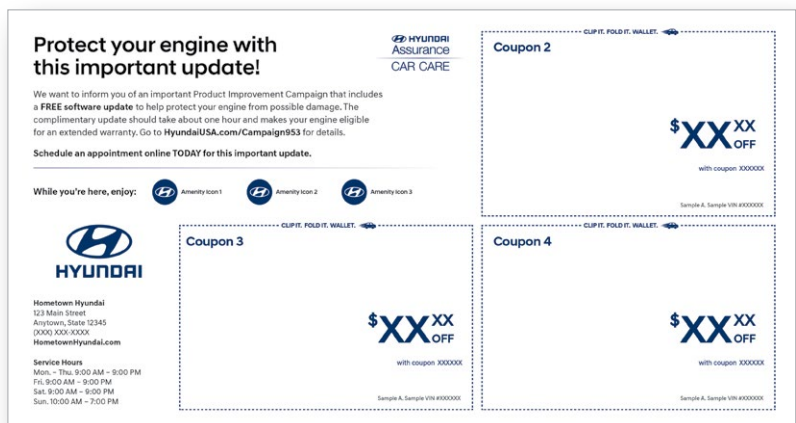
Help increase customer retention and service appointments with:

- A variety of creative themes
- Email and direct mail options

Email



11" x 5.75" Direct Mail Postcard Format



All postcards have the same back side

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



STEP 1: SELECT YOUR CREATIVE THEMED TEMPLATE

Copy: Protect your engine with this important update!

We want to inform you of an important Product Improvement Campaign that includes a FREE software update to help protect your engine from possible damage. The complimentary update should take about one hour and makes your engine eligible for an extended warranty. Go to HyundaiUSA.com/Campaign953 for details.

Schedule an appointment online TODAY for this important update.

HYUNDAI Assurance | CAR CARE VIEW OFFERS

FREE cutting-edge software update.

We want to inform you of an important Product Improvement Campaign that includes a **FREE software update** to help protect your engine from possible damage. The complimentary update should take about one hour and makes your engine eligible for an extended warranty. For more info, [click here](#).

[Make appointment](#)

Knock Sensor Detection Software Upgrade FREE

Get this **FREE software upgrade** that monitors engine vibrations, which can lead to abnormal rod bearing wear and engine malfunction.

Visit HyundaiUSA.com/Campaign953 for more information.

FREE

Coupon has no cash value, D1R02. Valid only at Hometown Hyundai.

Coupon 2

\$XXXX
with coupon XXXX

953 Campaign – Technology 1 Theme

FREE cutting-edge software update.

953 Campaign – Service Theme

FREE cutting-edge software update.

953 Campaign – Technology 2 Theme

I need my software updated NOW.

953 Campaign – Vehicle Theme

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STEP 2: CHOOSE YOUR 3 OFFERS

Select coupon(s) you would like for your communication. Reference the coupon code from the library for offers to use or write your own below. Any modifications to a library coupon, please be specific.

1. Back Side Top Right Coupon Library Code: _____

Or Write Your Own: _____

Title: _____

Coupon copy: _____

Pricing – Select ONE:

Price \$ _____ _____ % off

\$ _____ off Free

Dual pricing: Price 1: \$ _____ (standard oil)
Price 2: \$ _____ (synthetic oil)

Write Your Own Qualifier: _____

Not valid with any other offers. Must present at time of write-up. No cash value.

Pricing could vary for some makes or models. Plus tax.

EXP Date: _____ NONE

Internal only:
Assign coupon code _____

2. Back Side Bottom Left Coupon Library Code: _____

Or Write Your Own: _____

Title: _____

Coupon copy: _____

Pricing – Select ONE:

Price \$ _____ _____ % off

\$ _____ off Free

Dual pricing: Price 1: \$ _____ (standard oil)
Price 2: \$ _____ (synthetic oil)

Write Your Own Qualifier: _____

Not valid with any other offers. Must present at time of write-up. No cash value.

Pricing could vary for some makes or models. Plus tax.

EXP Date: _____ NONE

Internal only:
Assign coupon code _____

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



3. Back Side Bottom Right Coupon Library Code: _____

Or Write Your Own: _____

Title: _____

Coupon copy: _____

Pricing – Select ONE:

Price \$ _____ _____ % off

\$ _____ off Free

Dual pricing: Price 1: \$ _____ (standard oil)

Price 2: \$ _____ (synthetic oil)

Write Your Own Qualifier: _____

Not valid with any other offers. Must present at time of write-up. No cash value.

Pricing could vary for some makes or models. Plus tax.

EXP Date: _____ NONE

Internal only:
Assign coupon code _____

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



STEP 3: SELECT EXPIRATION/DROP DATE

EXP Date: _____ Target Drop Date: _____

STEP 4: MAIL LIST SELECTION

Select the type of customers with whom you feel your message and offer will have the biggest impact and highest success.

New Customers
(Purchased within 12 months and have not been in for service)

Active Customers

Inactive Customers

All Customers

Select Channel:

Email only

Direct mail with per-piece pricing

Both email and direct mail with per-piece pricing

Or choose one of the range options below:

Last Service Date: from _____ / _____ / _____ to _____ / _____ / _____

Has visited within the last: _____ Days Weeks Months Years

No visit within the last: _____ Days Weeks Months Years

Select Model and Year:

Accent Year: _____ Kona Year: _____

Azera Year: _____ Santa Fe Year: _____

Elantra Year: _____ Sonata Year: _____

Elantra GT Year: _____ Tucson Year: _____

Ioniq Year: _____ Veloster Year: _____

All Models Year: _____

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



STEP 5: FINAL PRICING AND APPROVAL

OnDemand Email Rates: No charge for Opportunity Marketing dealers.

OnDemand Direct Mail Rates:

Format	Paper Specs	Finished Size	Standard Postage & Volumes							
			201-999*	1,000-2,499	2,500-4,999	5,000-7,499	7,500-9,999	10,000-14,999	15,000-19,999	20,000+
Jumbo PC	100# Gloss Cover	11" x 5.75"	\$0.96	\$0.91	\$0.83	\$0.77	\$0.75	\$0.72	\$0.70	\$0.68

*Any orders under 1,000 include \$200 setup fee. Any orders below 200 must go First-Class.

Format	Paper Specs	Finished Size	First-Class Postage & Volumes							
			1-999**	1,000-2,499	2,500-4,999	5,000-7,499	7,500-9,999	10,000-14,999	15,000-19,999	20,000+
Jumbo PC	100# Gloss Cover	11" x 5.75"	\$1.07	\$1.02	\$0.93	\$0.87	\$0.85	\$0.83	\$0.81	\$0.79

**Any orders under 1,000 include \$200 setup fee.

Program cost based on your selections at the time of enrollment. This is the estimated amount you will be billed.

$$\frac{\text{Mail QTY}}{\text{Mail QTY}} \times \$ \frac{\text{Cost per piece}}{\text{Cost per piece}} = \$ \frac{\text{Estimated Total}}{\text{Estimated Total}}$$

$$\frac{\text{Email QTY}}{\text{Email QTY}} \times \$ \frac{\$0.05}{\text{Cost per email}^\dagger} = \$ \frac{\text{Estimated Total}}{\text{Estimated Total}}$$

[†]Price is for Ownership Connection dealers. No charge for Opportunity Marketing dealers.

Epsilon & dealership/company agree that the quantities billed under this agreement will be based on quantities sent for fulfillment and that the quantities actually mailed/emailed may differ by +/- 10%. This +/- 10% variance may arise from various factors including, but not limited to, subsequent changes to list criteria, NCOA, production spoilage, etc.

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



TERMS & CONDITIONS

This order form must be signed by an authorized dealer representative and emailed to HyundaiPHQ@ownerexperience.com or faxed to **800.418.9351** before scheduling a deployment of any campaign.

This Hyundai Dealer OnDemand – 953 Campaign Approval Form (the “Agreement”) is between the dealership mentioned above (“You”) and Epsilon Data Management, LLC (“Epsilon”).

Term. This Agreement is effective as of the execution date and shall continue until the services for this campaign are completed. Any notices from You shall be sent to Epsilon Hyundai Program Headquarters (address set forth in footer). Epsilon reserves the right to amend the use, terms, and conditions of this Agreement, specifically any increase in postage costs, upon advance written notice to your dealership. In addition, Epsilon may terminate this Agreement immediately upon written notice to your dealership if Epsilon’s applicable agreement with Hyundai Motor America (“HMA”) terminates.

Payment. You are responsible for the costs of this campaign. Epsilon will bill HMA and HMA will in turn bill your dealership the costs as indicated on this form as part of the campaign, including all associated postage costs, and applicable sales and/or use taxes on your dealership’s Parts Statement with HMA. Your payment will be made to HMA.

License. You are hereby granted a nonexclusive, nontransferable, limited license, during the Term of this Agreement, to use the communications for the purposes expressly set forth herein and only as part of the campaign. All other rights are reserved by HMA. You have no intellectual rights in or to any communications, or other materials provided hereunder outside of this campaign or for any other purpose without authorization from HMA.

HMA Customer Data. You understand that Epsilon may require the use of customer data provided by HMA to provide the campaign services selected herein. You hereby represent and warrant to Epsilon that your dealership possesses the necessary rights and interest in the HMA customer data supplied by HMA for use as part of the services for the campaign described herein. You, on behalf of your dealership, authorize Epsilon to access customer data from HMA, and to use this customer data solely for this campaign.

Dealership Data. In the event You are able to use your own dealership data (“Dealership Data”) for the communications, You hereby represent and warrant to Epsilon that (i) the Dealership Data has been compiled in compliance with all privacy, data protection, credit and any other laws, statutes and government regulations applicable to such use of the Dealership Data, including, but not limited to, CAN-SPAM and the use of an opt-out provision; (ii) all individual records within the Dealership Data represent individuals with whom You have an existing business relationship prior to delivery of the Dealership Data to Epsilon and who have not opted out of receiving direct mail or email communications from You; and (iii) You have the right to provide the Dealership Data to Epsilon for use in connection with the Services. Epsilon shall use Dealership Data solely for this campaign.

Email Marketing Obligations. You shall be responsible for complying with all laws applicable to your emails, including, but not limited to, the CAN-SPAM Act of 2003 and similar legislation. Should You fail to comply with the email marketing obligations set forth herein or if any blacklisting by an Internet Service Provider (ISP) occurs, Epsilon may, in its reasonable discretion, suspend the email Services provided under this Agreement. Epsilon will provide prompt notice to You prior to such suspension and will work with You to resolve issues and to restore the Services.

Delivery. Epsilon is not liable for delay, error, or failure caused by third parties or other causes beyond its reasonable control, including, but not limited to, natural disasters, power failures, and/or war/terrorism. Epsilon may occasionally experience “Hard Outages” due to Internet disruptions that are not within its control. Any such Hard Outages shall not be considered a breach of this Agreement.

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



TERMS & CONDITIONS (cont.)

Disclaimer of Warranties. The Services and Licensed Data are provided on an “AS IS” basis without warranty. Epsilon hereby expressly disclaims any and all warranties of any nature, express, implied or otherwise, including, but not limited to, any implied warranties of merchantability, suitability, quality, noninfringement or fitness for a particular purpose or results to be derived from the use of the Services provided under this Agreement.

Compliance. You understand that a number of federal, state, and local laws and regulations may affect your advertising, including any offers You choose as part of this campaign. YOU FURTHER UNDERSTAND THAT YOU ARE SOLELY RESPONSIBLE FOR THE MATERIALS, COPY, AND OFFERS YOU CREATE AND/OR PRESENT TO CONSUMERS; SPECIFICALLY, YOU REPRESENT AND WARRANT THAT THE MATERIALS, COPY, AND OFFERS YOU CREATE AND/OR PRESENT TO CONSUMERS COMPLY WITH ALL APPLICABLE LAWS, STATUTES, REGULATIONS, AND GUIDELINES. For the avoidance of doubt, Epsilon is not responsible for any legal liability arising out of or relating to the materials, copy, and offers You create and/or present to consumers. You have taken appropriate measures to ensure that the options You select on this form are lawful, truthful and comply with all applicable federal, state, and local laws and regulations in your jurisdiction. You understand that when You are providing personalized information and/or advertising materials, including, but not limited to, offers, coupons, or other promotional/sweepstakes materials (if applicable), neither HMA nor Epsilon undertakes a review of these materials for compliance with any laws, rules, and regulations. You have been advised to consult with an attorney before submitting any personalized selections or running any advertising. You understand that your dealer facility is responsible for honoring all the coupons and offers selected as a part of this campaign, as well as all appointment times scheduled through the campaign. All pricing You provide as part of this campaign is true and accurate. You will not send inaccurate information through the Services, or attempt to hide your identity, or represent your dealership as a different entity. You will provide timely creative approval where necessary during the production process. You agree that You shall have in place and maintain for the duration of this Agreement, a privacy policy (“Privacy Policy”) on your dealership website that is readily accessible and provides clear, meaningful, and prominent notice of your dealership practices related to your collection, use, and sharing of the Dealership Data. You are solely responsible for the content and operation of your dealership website and for adhering to your Privacy Policy.

Jurisdiction. This Agreement shall be governed by the laws of the State of Texas. The parties agree to submit to the jurisdiction of any court within Dallas County, Texas. All costs and expenses incurred by Epsilon to enforce this Agreement shall be paid by You/the dealership.

Additional Terms for Licensed Data.

Licensed Data; Limited License. You acknowledge that Epsilon may use Licensed Data in the form of lists for use as part of the campaign. Licensed Data is owned by Epsilon or the data owners who provided the Licensed Data to Epsilon, and You have no proprietary rights in the Licensed Data other than those expressly granted hereunder. Epsilon grants You a nontransferable and nonexclusive limited license to use the Licensed Data in compliance with applicable laws and this Agreement, solely for the purpose of marketing Your own business to recipients as part of this campaign in the selected communications herein and for no other purpose. You shall have no other right, title, or interest in or to such Licensed Data and You will not receive any such Licensed Data.

Licensed Data Compliance. Your use of the Licensed Data provided hereunder is expressly conditioned on your compliance with: (i) all applicable federal, state, foreign, and local statutes and regulations, including laws and regulations regarding telemarketing/email/fax marketing, customer solicitation, and privacy, including, without limitation, the CAN-SPAM of 2003, the Utah Child Protection Registry Law, and the Michigan Children’s Protection Registry Act; (ii) the Direct Marketing Association’s Ethical Guidelines; and (iii) the terms of this Agreement. Epsilon reserves the right to terminate this Agreement immediately without further notice if Epsilon has reason to believe You are not complying with this express condition. Epsilon has a process to randomly monitor the use of the data it licenses for marketing use, which may, without obligation, include monitoring that a client’s use of the Licensed Data is compliant with this Agreement.

HYUNDAI DEALER ONDEMAND APPROVAL FORM – 953 CAMPAIGN



SIGNATURE

By signing below, You confirm that You have reviewed this Agreement and that You accept the Terms and Conditions above.

Authorized Representative – Dealer (PRINT)

HX Marketing Consultant (PRINT)

Authorized Representative – Dealer (SIGN)

HX Marketing Consultant (SIGN)

Date

Date

Dealer Email Address (to receive DM and EM proofs for approval)

Your HX Marketing Consultant will send you a final mail and email proof of your campaign participation along with final counts and pricing. You will be able to review and approve all the information prior to fulfillment.