



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.

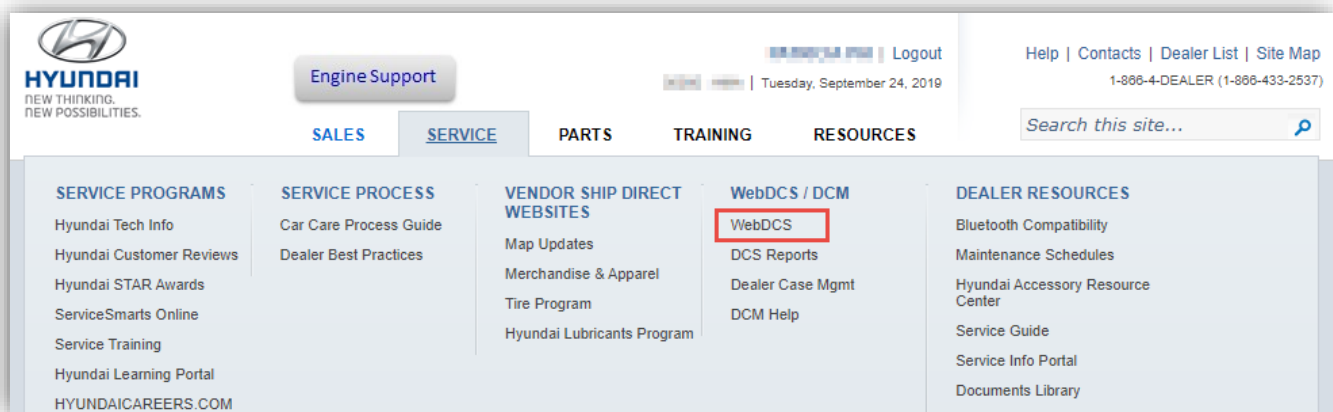
- [WebDCS](#) – WebDCS provides dealers with a list of all VINs that have an open campaign. Use this site to export a VIN list of all vehicles with an open 953 Campaign. This list can be used as a reference to available customer information through the Dealer Management System (DMS).
- [ServiceView](#) – Uncompleted 953 Customer List is now available on ServiceView. The Customers' dealer assignments are arranged in priority of:
 - 1st - Owner Marketing HX Program
 - 2nd - ServiceView Online
 - 3rd - WebDCS
- [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 and are listed in the OnDemand reporting section of the HX portal. Once a campaign is sent to owners, the list is accessible in the portal. These mail histories and email histories reports have the most current contact information, including, phone number that Hyundai has on file for that owner. Currently, Dealers can review the select list of 2011-14MY customers with an open 953 Campaign that were sent reminders to complete Campaign 953. 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.



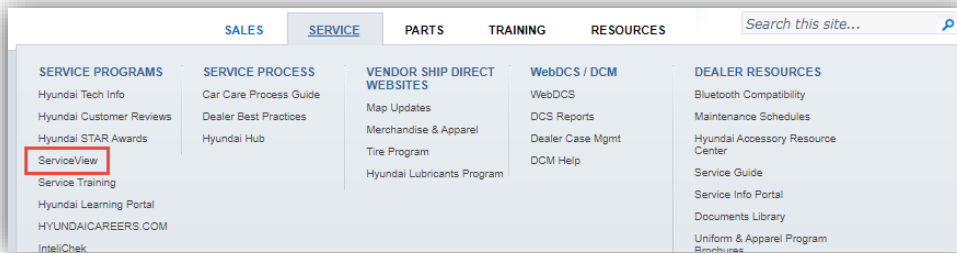
2. In WebDCS:
 - a. Under the Service tab, click on "Uncompleted Campaign VIN List"
 - b. Filter to Campaign Number 953 – "08/09/2018 – 953 : ECM & Cluster Update Eng. (19-01-002H-1)"
 - c. Click SEARCH
 - d. In the search results, select "953" in the Campaign Column



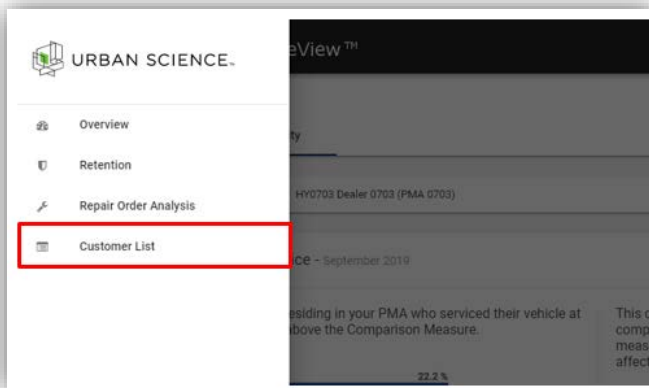
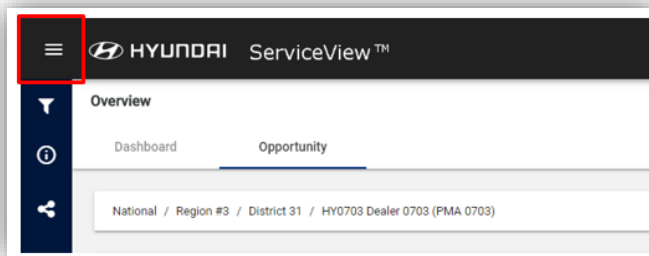
ServiceView

Dealers can now export an uncompleted 953 Customer List through ServiceView. The dealer assignment for the VIN is based on priority level with customer data from HX OnDemand listed first. If that is unavailable, the information from ServiceView is used. WebDCS information is then used last.

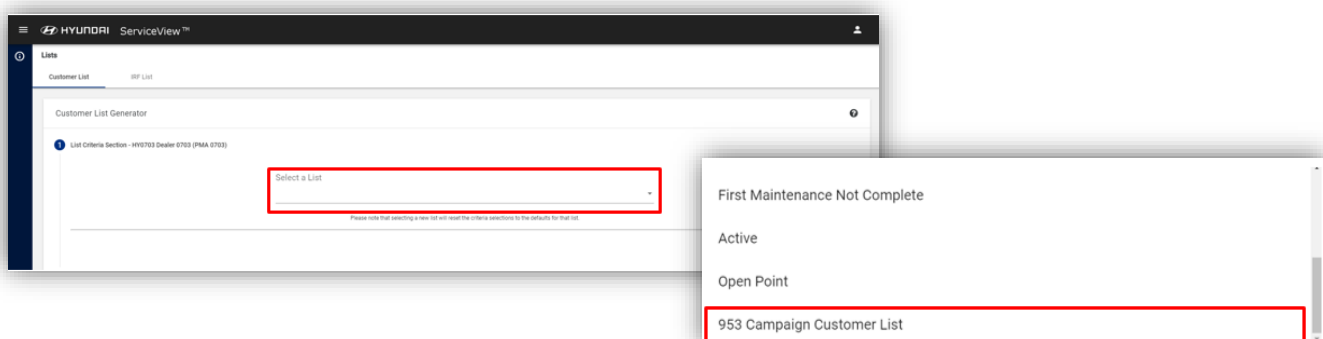
1. Click on the ServiceView link on HyundaiDealer.com under Service>Service Programs.



2. Under the Menu Icon, click on "Customer List". **Note:** Although the dropdown is "Campaign Customer list", the list only provides information for uncompleted Campaign 953 Customers.

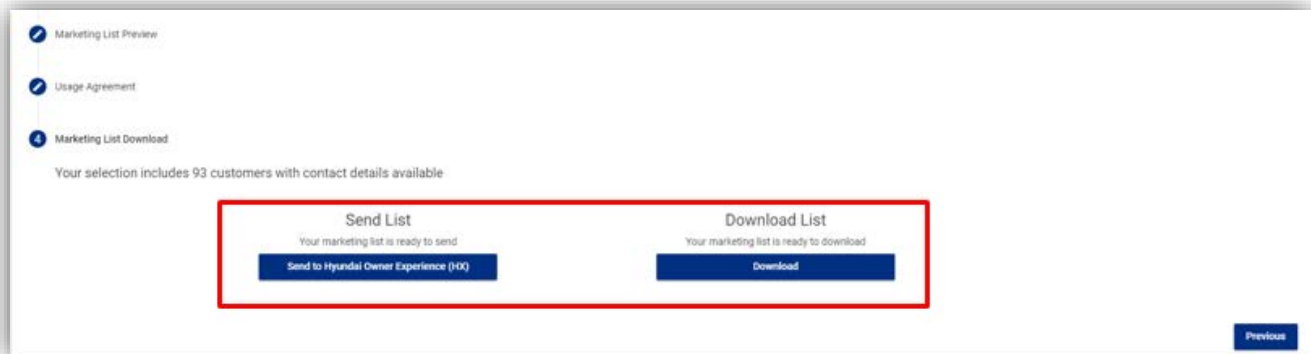


3. Select the "953 Campaign Customer List".





4. After going through the wizard and accepting the "Usage Agreement", you may Select to Send the List to Hyundai Owner Experience (HX) or Download the List



5. Contact Customers with this list to schedule an appointment to complete 953. 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.



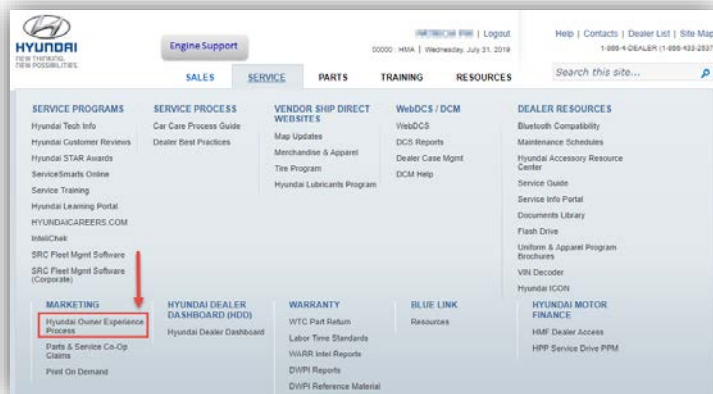
HX OnDemand –Marketing Campaigns

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.

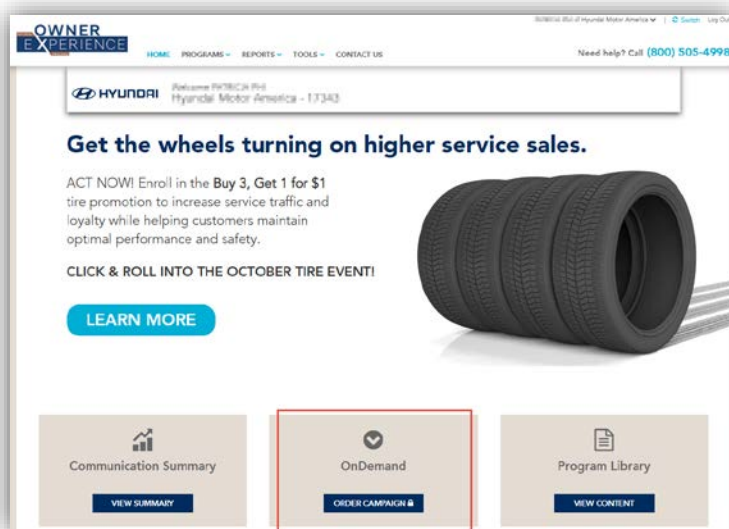
Create an OnDemand Marketing Campaign for 953 by logging in to the HX Portal to request a campaign or calling your HX Marketing Consultant to complete the “Hyundai Dealer OnDemand Approval Form – 953 Campaign” found at the end of this document. This document can also be started by the dealer and emailed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



OWNER EXPERIENCE

HOME PROGRAMS TOOLS CONTACT US

Chat or Call Today (800) 505-4998

Choose a Campaign Template Below

Email + Direct Mail All Categories All Themes All Offers All Sizes

Featured New Filter Reset

★ Multi-Channel is the Best Choice ...and It's Easy!

933 CAMPAIGN - TECHNOLOGY 2 TH

This featured direct mail campaign is OnDemand themed promoting Hyundai OnDemand. The format is a Jumbo Postcard - 5.75x11 with 4 offers.

[Request](#)

933 CAMPAIGN - VEHICLE TH

This featured direct mail campaign is OnDemand themed promoting Hyundai OnDemand. The format is a Jumbo Postcard - 5.75x11 with 4 offers.

[Request](#)

BASEBALL - DOUBLE POP CARD TH

This featured direct mail campaign is OnDemand themed promoting Hyundai OnDemand. The format is a Double Pop Card - 8.5x5.5 with 3 offers.

[Request](#)



4. Click "Accept"

Disclaimer

Standard coupons and disclaimers are used where applicable. It is your responsibility to ensure any coupon(s) and disclaimer(s) comply with all applicable laws in your state and jurisdiction.

[Accept](#) [Decline](#)

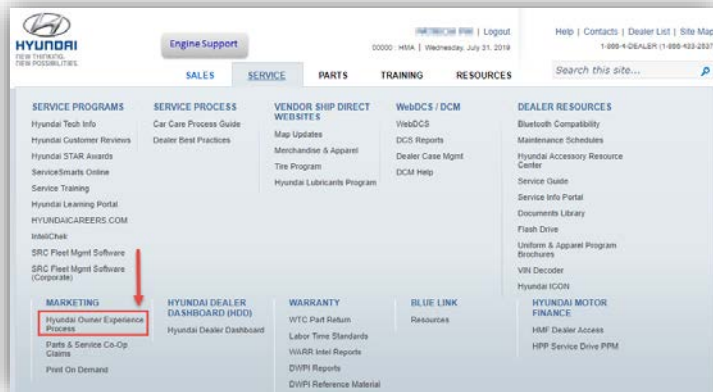
5. HX Rep will contact you regarding your request.



HX OnDemand – Marketing Campaign Reports

HX OnDemand created marketing campaigns to remind customers to complete Campaign 953 and 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](#)

3,458 Unique Customers Contacted

CP Revenue: \$ WP Revenue: \$ Total RO Revenue: \$ Unique Responders: 3,458

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
<u>953 COMPLIMENTARY OIL CHANGE MY11-14</u>	8/25/2019	1,265	0	1,265	0						
<u>953 COMPLIMENTARY OIL CHANGE MY11-14</u>	8/24/2019	0	740	740							
<u>953 COMPLIMENTARY OIL CHANGE MY11-14</u>	8/14/2019	0	793	793							
<u>953 REINFORCED MESSAGING MY11-14</u>	8/25/2019	229	0	229							
<u>953 REINFORCED MESSAGING MY11-14</u>	8/24/2019	0	185	185							
<u>953 REINFORCED MESSAGING MY11-14</u>	8/14/2019	0	196	196							
Total OnDemand - Service		1,544	1,914	3,458							



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."