



Aftersales Bulletin

Area **Aftersales Development**
Subject Quality Enhancement Programme Retrospective Letter Now Live
Group QEP Ghost and Wraith
Reference A 07 2016 04
Published date 19 July 2016
Version 1
Department Aftersales Development/CM
Recipients All Parts Managers, Service Managers & Aftersales Managers of participating German, UK and Russian QEP Dealers



Dear Dealer,

We are pleased to announce that July's upload of Quality Enhancement defect codes into S-Gate is now complete, signalling the introduction of the **retrospective letter**.

The Letter

The retrospective letter will be sent to those customers whose vehicle has benefited from a Quality Enhancement but was not contacted via the Quality Enhancement Programme invitation. The letter will be addressed from César Habib, General Manager Ownership Services. It will include details of the Quality Enhancements which have been completed, to reinforce the Home of Rolls-Royce's commitment to quality and customer satisfaction. Please **click here** to view an example of the retrospective letter.

Managing the Process

A description of how the process will work is shown below. It is supported by Salesforce instructions which can be viewed **here**. Please use these materials to help guide you through the process. The QEP team (customer.contact@rolls-roycemotorcars.com) are available to support you with the creation of QEP cases and will be responsible for distributing the letters to eligible customers (excluding Russia).

Important considerations:

1. A customer will only receive a retrospective letter if they did not receive the invitation letter. To confirm if a letter has been sent, check the QEP Case in Salesforce via the motor car or customer record.
2. When explaining the Quality Enhancements to the customer, ensure that your explanation is aligned with wording used in insert 4 of your Quality Enhancement Programme Dealer Guide
3. A customer record must be created and attached to the relevant VIN in Salesforce if either a current owner is not already assigned to the customer or if the assigned current owner is not the correct owner
4. Before a retrospective letter can be sent, the contact details and opt-in preferences must be complete and the 'Contact Details Validated' box must be ticked

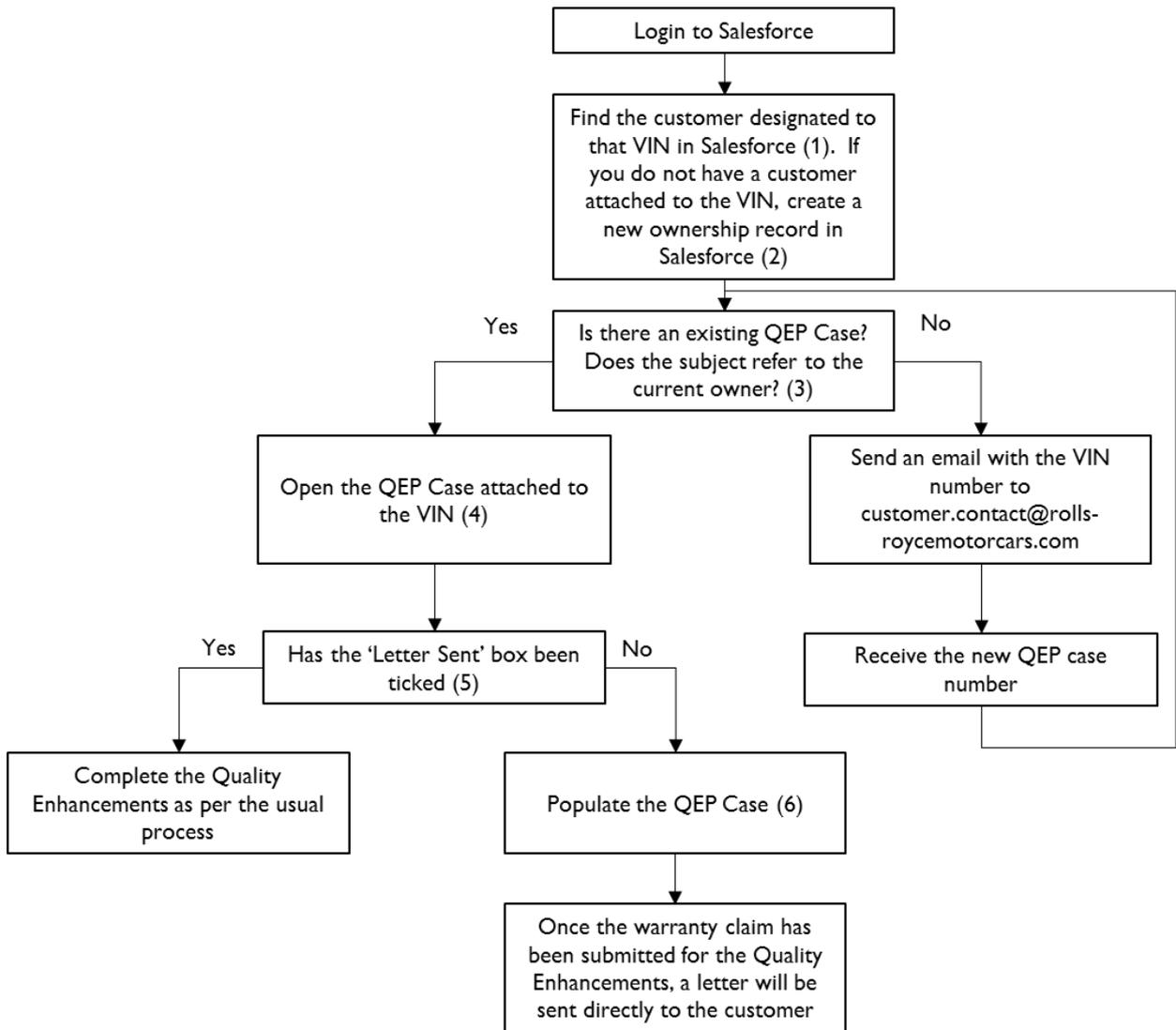
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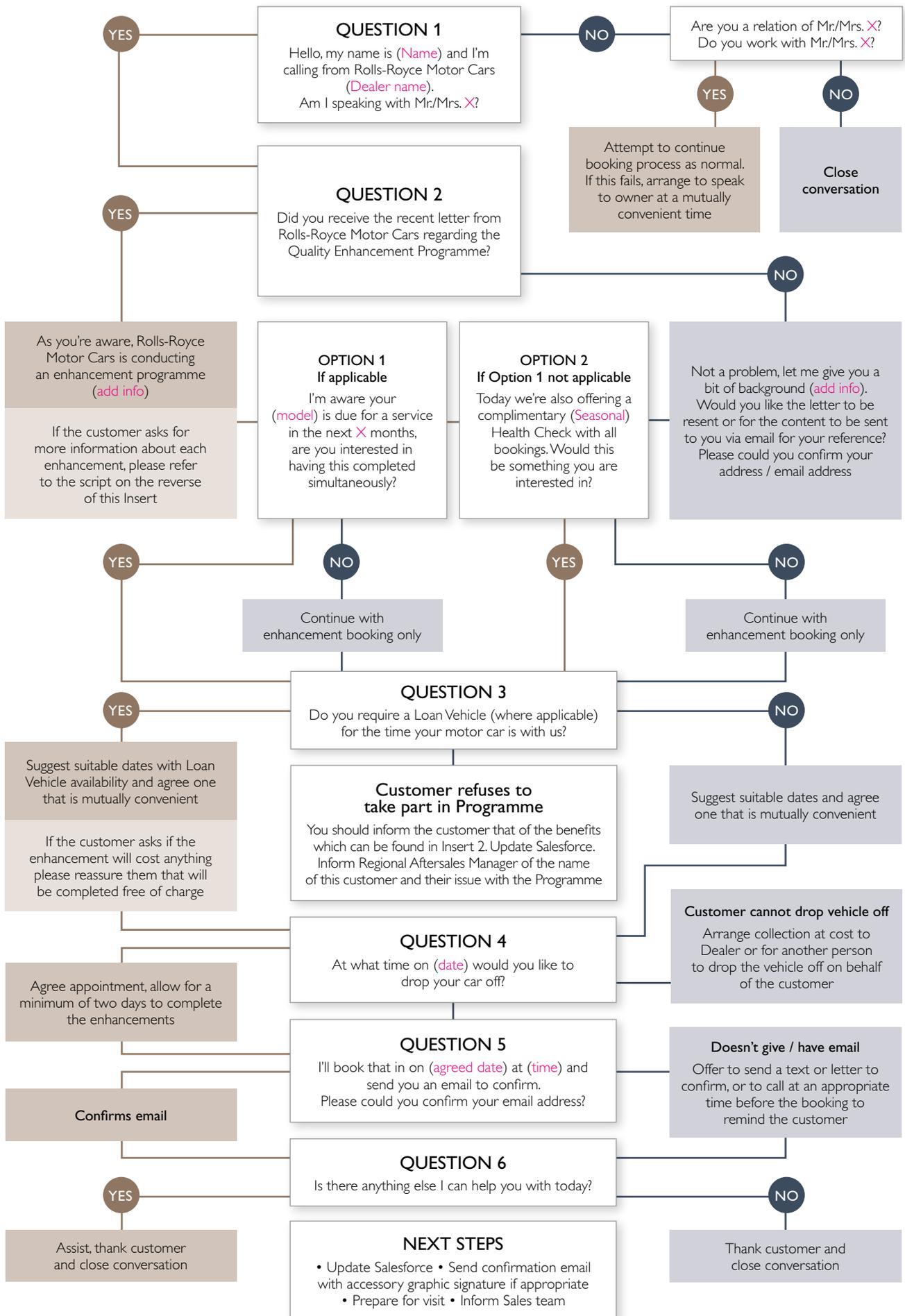


5. If the vehicle requires a Get Connected form, the customer must sign and return to their preferred Dealer (Teleservices compatible markets only).



Thank you for your continued support of the Quality Enhancement Programme and we hope that the introduction of this process will aid your customers' experience and support your overall campaign completion. If you have any further questions then please contact your Regional Aftersales Manager.

Supporting Scripts – call to arrange an appointment



Scripts – Quality Enhancement Justification

Should your customers have any questions about the nature of the Programme, or regarding the enhancement of a specific component, this section will provide you with the information you need to answer their queries.

What is the Quality Enhancement Programme?

Rolls-Royce Motor Cars are constantly developing enhancements to the software and hardware in their motor cars. They would like to offer these enhancements to valued customers to ensure that their motor car benefits from the brand's most recent engineering developments. Rolls-Royce Motor Cars are proactively contacting customers, inviting them to participate in the Programme.

As part of Rolls-Royce Motor Cars commitment to customer service and automotive perfection, certain vehicle components on Ghost and Wraith models have been identified for this Programme that, when replaced with a modified part, will enhance the quality and durability of their vehicles.

It is not essential that these selected components are replaced, and no safety related issues have been raised about these components. The Programme is focused on enhancing the quality of certain components, as Rolls-Royce Motor Cars is passionate about their continued quest to strive for perfection.

Can you give me more information about the specific Enhancement you are planning for my motor car?

Rolls-Royce Motor Cars have developed an enhancement to a few select components. The recommended enhancement per model will vary; there are up to six available in the Programme, but many vehicles will be eligible for fewer.

Enhanced component	Response to customer question
Clock (Ghost and Wraith)	In a few isolated cases Rolls-Royce found that the analogue clock deviated slightly to the digital time shown on the dashboard. We would therefore like to fit a new analogue clock with a stronger 'brake spring' mechanism which is specifically designed to prevent the variation.
Sunroof (Ghost Only)	In a few isolated cases Rolls-Royce have found that the sunroof seal does not adhere to the body of the car correctly, creating a minor visual imperfection. We would therefore like to check the condition of the sunroof seal to ensure that it is adhered to the body correctly. Any seal not meeting our Rolls-Royce approved standard will be replaced.
Umbrella (Ghost Only)	In a few isolated cases Rolls-Royce have found that it is possible for the umbrella to not fully engage within the holder after use or can become difficult to remove once installed. To ensure that it is effortless, we would like to check the left and right umbrella holders to confirm they are functioning correctly. Any umbrella holder that does not meet our approved Rolls-Royce standard will be replaced.
Hub Caps (Ghost and Wraith)	In a few isolated cases Rolls-Royce have found that the metal ring around the central hub cap can show signs of corrosion. We will therefore check all four central hub caps to determine their condition. If any one of the four central hub caps are found to be corroded, the complete set will be replaced with new improved parts.
Software Update (Ghost and Wraith)	In a few isolated cases Rolls-Royce have found that during the initial engine start up in cold temperatures (zero degrees) the running stability of the engine can briefly be affected. A new software will be installed to the vehicle to prevent this issue from occurring.
Door Closing Assist (Wraith Only)	In a few isolated cases, Rolls-Royce have found that the activation of the 'door close assist' function can falsely identify an obstacle. This can restrict the automatic door movement by deactivating the door close motor. A new software will be installed to the vehicle which improves this functionality.

Date

Address

Dear ...

Re. Rolls-Royce [..... VIN UH.....]

For over a century, the success of Rolls-Royce Motor Cars has been characterised by a restless pursuit of perfection. This philosophy informs every aspect of our business and we continually look for opportunities to enhance our engineering and craftsmanship, even after our motor cars have left the Home of Rolls-Royce in Goodwood.

In this spirit while your Wraith was recently with Rolls-Royce Motor Cars [**Dealer name.....**], we took the opportunity to enhance your motor car with a software update to improve door close functionality and initial engine start-up. Moreover, and in-line with our latest engineering innovations, we also installed a new sun roof seal and wheel centres.

Please be assured that these enhancements are not related to any safety components but are solely designed to further enhance the quality of your motor car, so that owning your Rolls-Royce continues to be an effortless pleasure.

Should you wish to contact us with any questions regarding these enhancements, please contact our team at customer.contact@rolls-roycemotorcars.com or call us on +44 1243 384633.

Thank you for your continued support of Rolls-Royce Motor Cars and I trust that you are enjoying the experience of owning and driving one of our fine cars.

With very best wishes.

César Habib
General Manager
Ownership Services

Activity 6. Populating the QEP Case

1

Select 'Edit' and update the QEP Case page content by:

- Ticking the 'Contact Details Validated' and 'Dealer Contact Preferences Validated' boxes;
- Populating the 'Appointment Date' and 'Transport Method' fields;
- Entering the vehicle return date if the Quality Enhancements have already been completed;
- Ticking any of the relevant performance measures boxes, for example 'New Car Sold'.

2

Select 'Save'.

Legend

Contact Details Validated

Select this box once you are confident that the mailing address and contact details are correct in Salesforce for this customer.

Dealer Contact Preferences Validated

Select this box once you are confident that the opt-in preferences for your Dealership to contact the customer are correct in Salesforce.

Unsuitable for QEP

Select this box if you feel this customer should not be contacted regarding QEP.

Letter Sent

A tick box which indicates that the letter has been sent to the customer.

Date Letter Sent

The date the letter was dispatched to the customer.

Appointment Date

The date that the vehicle is due in for Enhancements.

Transport Method

The method that the vehicle is taking to the Dealership.

If Other, Please Specify

Verbatim comment to be used for Transport Method.

RRMC Contact Preferences Validated

Select this box once you have asked and confirmed with the customer that they are happy to be contacted by Rolls-Royce Motor Cars.

Vehicle Return Date

The date the vehicle is returned to the customer.

Survey Completed

A tick box to select once the survey is complete.

Survey Completed Date

The date that the survey was completed by the customer.

Test Drive

Did the customer use a loaner vehicle or test drive an alternative vehicle following the Programme?

Trade-In Offer Made

Has the customer traded-in their vehicle following the Programme?

New Car Sold

Has the customer bought a new Rolls-Royce motor car following the Programme?

Provenance Car Sold

Has the customer bought a provenance Rolls-Royce motor car following the Programme?

Using Salesforce During Your Quality Enhancement Programme

The launch of the retrospective letter will now ensure every Rolls-Royce customer, who takes part in the Quality Enhancement Programme, receives the excellent customer experience our brand is renowned for. Therefore, we have developed a set of Salesforce instructions to support and assist with this new process. Similar to the process of inviting customers in to the workshop, this guide will aid the process and monitoring of all customers who are due to receive a retrospective letter, to align our communication and ensure success.

This guide separates the key tasks into the following activities:

- Finding the designated current owner in Salesforce
- Creating a new ownership record in Salesforce
- Finding, opening and updating a QEP case

If you have any enquiries, please contact:

Customer.contact@rolls-roycemotorcars.com



CRM Instructions for the Retrospective Letter Process

Activity 1. Find the customer designated to the VIN in Salesforce

In order to identify whether a new QEP Case needs to be generated, you first need to find the existing customer designated to the VIN in Salesforce.

1 Log in to Salesforce using your Dealer login details

2 Search for the VIN using the search box in the top left corner



3 Select the VIN to open up the motor car record

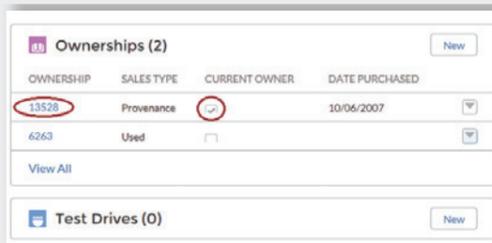


VIN	ENGINE NUMBER	MODEL DESCRIPTION	DELIVERY COUNTRY
SCA665C09EUH12345	123456789	ROLLS-ROYCE WRAITH	United Kingdom

4 Click on the 'Related' tab



5 Under the 'Ownership' section, find a current customer attached to the VIN. Select the Ownership number to view the customer's name and other details

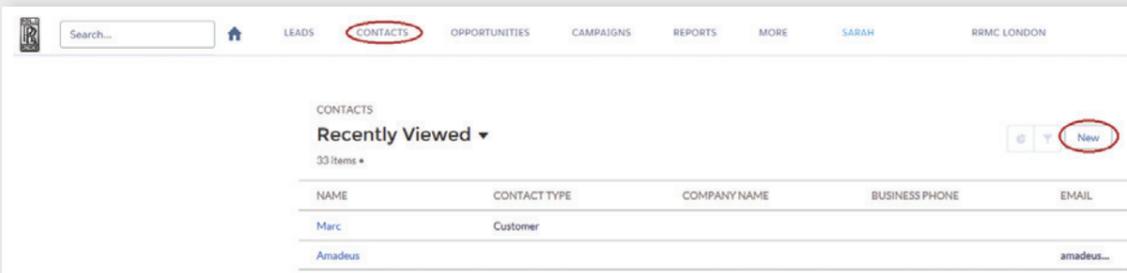


OWNERSHIP	SALES TYPE	CURRENT OWNER	DATE PURCHASED
13528	Provenance	☞	10/06/2007
6263	Used	☐	

Activity 2. Creating a new Ownership record in Salesforce

If no current Ownership record exists, it will be necessary to create a new one. This can be done by taking the following steps:

1 On the Homepage select the 'Contacts' tab and click on the 'New' button

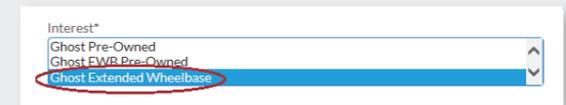


2 Complete the 'Create Contact' form by filling in as much information about the customer as possible, including the following mandatory fields:

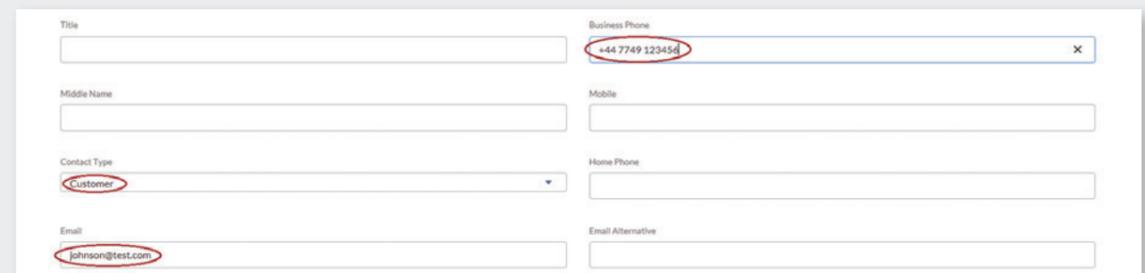
a) Customer's Name



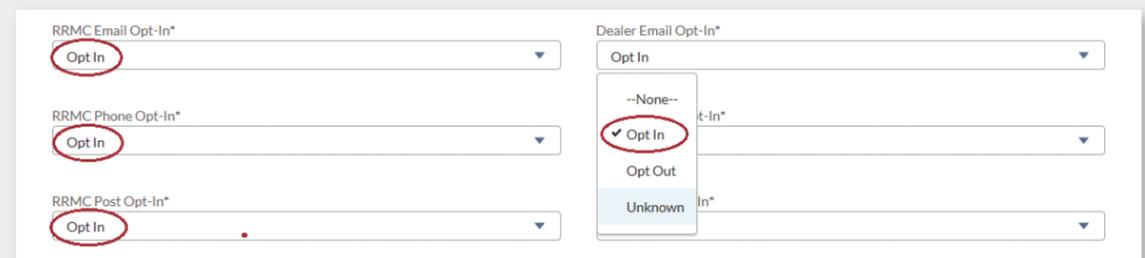
b) Model of Interest - Salesforce may require you to specify a model of Interest, if so, please choose it from the list. If the customer is not currently interested in a new model enter their current model



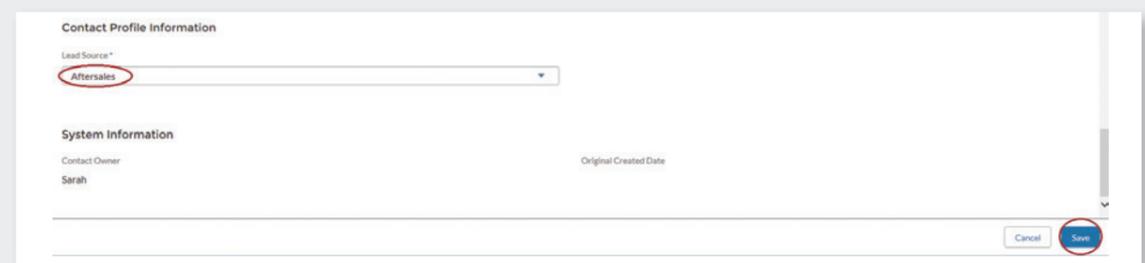
c) Contact Type - select as 'Customer' and fill in the customer's contact details



d) RRM Opt In – check Opt-Ins against preferences held in your DMS system. Please note that RRM Email Opt-In, RRM Phone Opt-In and RRM Post Opt-In are for customers to be contacted by RRM while Dealer Email Opt-In, Dealer Phone Opt-in and Dealer Post Opt-In are preferences for Dealer communication



e) Lead source - select as 'Aftersales'



3 Select the 'Save' button on the bottom of the page.
Note: if the vehicle is Rolls-Royce TeleServices compatible and you are in a TeleServices compatible market, please ensure that a Get Connected form is completed and submitted to teleservices.admin@rolls-roycemotorcars.com

4 Search for the VIN using the search box in the top left corner



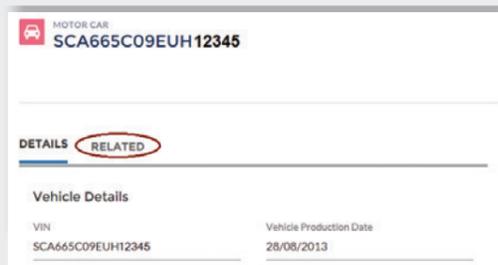
5

Select the VIN to open the motor car record



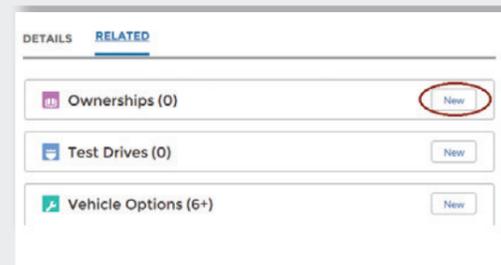
6

Click on the 'Related' tab



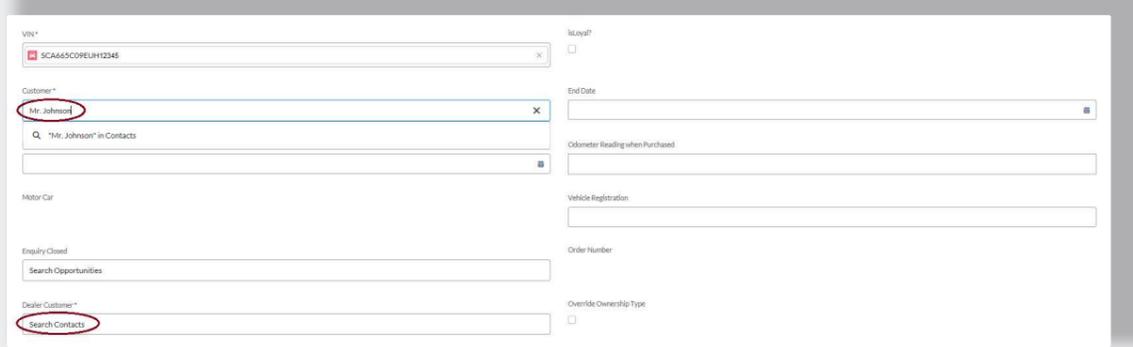
7

Select the 'New' button on the 'Ownership' section



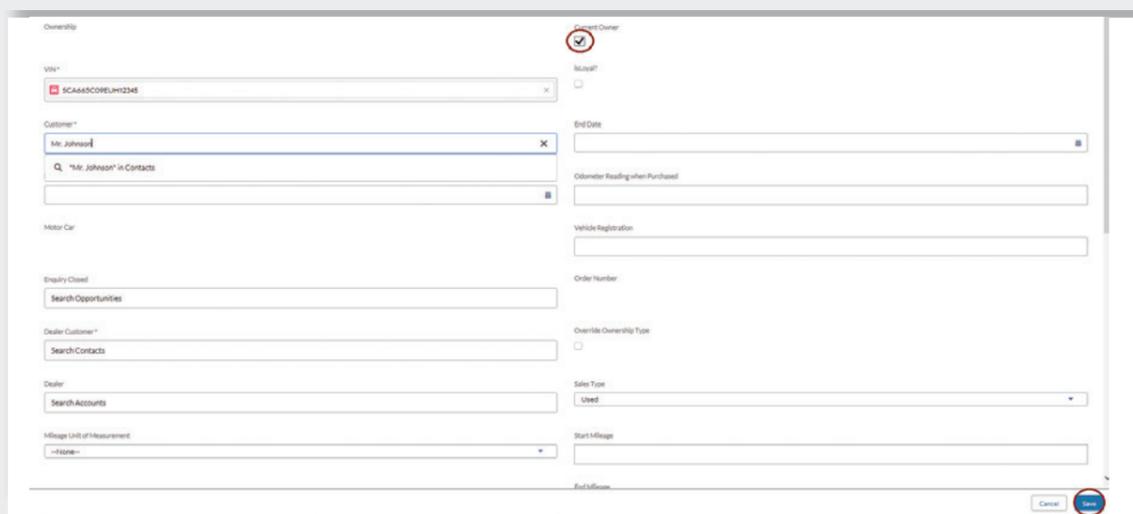
8

Type the newly created customer's name in the 'Customer*' and 'Dealer Customer*' fields



9

Tick the box under 'Current Owner' and select 'Save'



Activity 3. Is there an existing QEP case? Does the subject refer to the current owner?

In some instances there may be an existing QEP Case with the correct customer attached to it. The following steps will support you in identifying this.

1

Open the motor car record and select the 'Related' tab (see steps 3-5, Activity 2)

2

Scroll down to find the 'QEP Cases' section



3

If there is an existing QEP Case, check the customer name in the 'Subject' field.

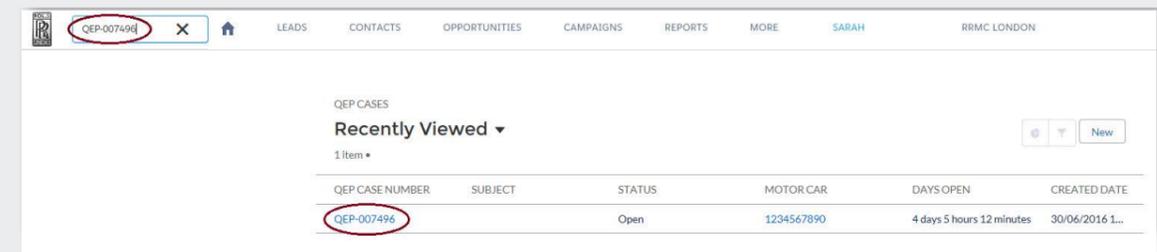
If either there is no existing QEP Case or the 'Subject' refers to the incorrect customer, send an email with the VIN to customer: contact@rolls-roycemotorcars.com so that a new QEP Case can be created.



Activity 4. Open the QEP Case attached to the VIN

To monitor the progress of the QEP VIN, it may be necessary to amend the QEP Case content. There are two ways of opening the QEP Case:

a) Typing the QEP Case number into the search box on the Homepage and selecting it from the results list



b) Selecting the QEP Case number under the motor car record (see steps 3-5, Activity 2)

Activity 5. Has the 'Letter Sent' box been ticked?

To confirm whether the customer has already been invited to participate in the QEP, check the 'Letter Sent' box on the QEP Case page.

1

Either search for the QEP Case number in the top left search box or find it on the 'Related' tab under the motor car record (see steps 3-5, Activity 2)

2

Check whether the 'Letter Sent' box has been ticked

