

This Service Information bulletin **replaces** SI B01 14 15 **dated June 2018**.

## ***BMW EMPOWER (REBOOT): NON-REPAIR CUSTOMER GOODWILL INITIATIVE***

### **MODEL**

All
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### **INFORMATION**

<b>Important Note: The BMW Empower (Reboot) program applies to repair orders/claims dated on or after June 1, 2019</b>
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BMW NA continues to provide you with the opportunity to use non-repair goodwill to help build loyalty to your center and to the BMW Brand.

When a customer is inconvenienced, it not only affects the BMW Brand, it also affects your center. To assist you in handling these situations, BMW is extremely pleased to renew the commitment to the BMW Empower program!

BMW Empower is an addition to the set of tools already provided by the BMW Group's Customer First commitment. BMW Empower enables you to create a unique opportunity to impress your customers with a significant moment in their BMW ownership experience.

During the **first 36 months/36,000 miles** (as determined by the original in-service date), please use the Empower program to provide any of the following:

- Dinner, flowers, a vehicle spa service, a vehicle pick-up and/or delivery service, gift cards, gift baskets or anything necessary to show our customers how much you appreciate them, and/or
- BMW Lifestyles products, and/or
- BMW approved vehicle accessories

The goal is to restore their faith in the BMW Brand.

BMW Empower is discretionary and not an obligation. The decision to participate requires good judgment by the Service Advisor, Service Manager or General Manager.

The following exclusions apply:

- Vehicles in any BMW Center inventory or the inventory of any other non-BMW sales location.
- Vehicle repairs (current or previously performed).
- Towing / reunite of a BMW vehicle.
- Benefits covered by the customer's Roadside Assistance Plan.
- Rental cars
- Cash payments
- Any issue caused by the Center's Sales or Finance and Insurance (F&I) process such as delay of delivery due to backlog in Finance and Insurance (F&I), missing vehicle equipment, etc.
- Lease & vehicle payments.
- Vehicle damage or repairs which should be covered by the vehicle owner's insurance including reimbursement of the customer's deductible.

## SHORT OVERVIEW

When administering the BMW Empower program, please keep in mind the following:

The purpose of the program is to focus on Aftersales (Service) issues caused by disruptions in the Center's or BMW NA process.

Customer compensation **must always** be:

1. In response to a customer complaint. For example: A dirty car is returned to the customer, excessive delay in repair due to late part(s); customer not informed that their car is not ready.
2. Proportional to the issue that caused the customer's dissatisfaction in the first place. This means the value of the compensation must be proportional to the repair value of the initial customer complaint.
3. Within program guidelines (Please see the guidelines in the BMW Empower Program Guidelines section of this bulletin).
4. Traceable to an event in DCS Warranty Vehicle Inquiry, ISPI Next Key Reader or internal repair order.
5. Total spend per VIN cannot exceed \$1,000 over 36 months/36,000 from the original in-service date.

Every Empower case should be reviewed to determine if compensation offered is due to a disruption in the Center's process and if so, what measures will be implemented to prevent future occurrences.

- This Empower allowance **is not** to be used to close new car sales deals. The goal is to build loyalty with those customers who are committed to the Brand.
- All compensation provided to the customer must be signed for by the customer on the repair order.
- Please make sure to retain the receipts in the vehicle file for Pre-Paid Debit / Credit Cash Cards and any other Gift cards or any other products or services not claimed using BMW part numbers or labor codes.
- A repair order must be opened, and all relevant documents must be attached to substantiate the amount claimed under Empower. If a repair order is already open for the customer complaint, it is not necessary to open a new repair order for the Empower compensation.

## ELIGIBLE BMW VEHICLES

Eligible vehicles are:

- New or Pre-Owned US-specification BMW vehicles distributed in the United States (including Puerto Rico) by BMW of North America, LLC (BMW NA), and that have been delivered to a customer.
- New or Pre-Owned US-specification BMW vehicles that were sold through the BMW NA European Delivery or the BMW NA Military Sales programs and have been validated in BMW NA's Warranty Vehicle Inquiry system.
- Not to exceed 36 months/36,000 miles from the original in service date.

## REBOOT PROGRAM GUIDELINES

<b>BMW Empower Program – Examples of Best Practices</b>		
<b>Complaint</b>	<b>Compensation</b>	<b>Frequency of Use</b>
<ul style="list-style-type: none"> <li>• Loaner car does not meet customer's expectations.</li> <li>• Delay in getting an appointment.</li> </ul>	Up to \$74.99	<ul style="list-style-type: none"> <li>• As required to address a customer concern.</li> </ul>
<ul style="list-style-type: none"> <li>• Problem at time of new vehicle delivery.</li> <li>• Vehicle in shop longer than expected.               <ul style="list-style-type: none"> <li>◦ Maintenance/Repair visit.</li> </ul> </li> </ul>	\$75.00 to \$249.99	<ul style="list-style-type: none"> <li>• As required to address a customer concern.</li> </ul>
<ul style="list-style-type: none"> <li>• Vehicle Malfunction.</li> <li>• Repeat Repair.</li> <li>• Part on backorder.</li> </ul>	\$250.00 to \$499.99	<ul style="list-style-type: none"> <li>• A few times per quarter.</li> </ul>
<ul style="list-style-type: none"> <li>• Repeat Repair.               <ul style="list-style-type: none"> <li>◦ (Multiple BMW owner).</li> <li>◦ Repair to new BMW.</li> <li>◦ i.e. under one year old.</li> </ul> </li> </ul>	\$500.00 to \$1,000.00	<ul style="list-style-type: none"> <li>• Once or twice per year at most (per center).</li> </ul>

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## CLAIM SUBMISSION INFORMATION

During the **first 36 months/36,000 miles** as outlined above, reimbursement for the BMW Empower (Reboot) program will be via normal claim entry utilizing the following information:

<b>Defect Code:</b>	<b>85800102EP</b>
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**A. For all vehicle related compensation i.e. vehicle pick-up and/or delivery service, car wash/detailing, etc.**

Sublet Code 4	Sublet amount	Up to the Empower program's maximum allowance
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Invoice these items at their actual cost with no handling or markup. The sublet amount claimed must also include any discounts.

**Note:** BMW Lifestyle items and Accessories **are not** to be claimed under sublet.

**B. For all non-vehicle related compensation i.e. dinner, flowers, theatre tickets, etc.**

Sublet Code 3	Sublet amount	Up to the Empower program's maximum allowance
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Invoice these items at their actual cost with no handling or markup. The sublet amount claimed must also include any discounts.

**C. BMW Lifestyles and BMW Accessories**

Part Number	Description	Quantity
BMW Part Number(s)	BMW Lifestyles and Accessories	As applicable

And/or:

Labor Operation:	Labor Allowance:	Description:
Refer to AIR	As applicable	Installation labor for accessories when applicable

- Invoice the BMW Lifestyles and BMW vehicle accessory items at your Center's established goodwill claim reimbursement rate unless otherwise required by State law.
- No description of the items is required in the comments sections if submitted using part numbers.
- Empower should be submitted as a separate line on the claim that caused the complaint, if possible.

### **Your claim comments must clearly explain:**

1. What the specific customer complaint is. (i.e. Customer dissatisfied with the long wait time to get vehicle serviced). Please explain in the Complaint section of the Warranty claim.
2. What caused the complaint in detail (i.e. car wash broken, customer in hurry to get loaner), Please explain in the Cause section of the Warranty claim.
3. Why the non-repair goodwill is being offered. (i.e. Customer is a multiple BMW or MINI owner to restore faith in the Center). And itemize What is being claimed (i.e. Customer given tickets to a local theatre). Please explain this Why and the What in the Correction section of the Warranty claim.

For the Empower line item, corresponding punch times are only required if the labor to install vehicle accessories is claimed.

**Aftersales Area Manager (AAM) Field Authorization (FAS) is not required.**

**Please Note:**

- Allocation and guidelines for this program are being monitored and reviewed on a regular basis.
- BMW NA reserves the right to suspend a Center from this program if it is used excessively or inappropriately.
- BMW NA reserves the right to change or cancel this program without prior notice.

**CLAIMS SUBMITTED UNDER THIS PROGRAM ARE SUBJECT TO REVIEW AND/OR DEBIT.**