

Service Manager Bulletin

TITLE:

**MY2022 and MY2023 Google Built In Premium
Customer Experience Program**

GROUP: 00	NO: 038C	ISSUING DEPARTMENT: Warranty	CAR MARKET: Canada	
REVISIONS: Customer offer has been extended to \$2000			ISSUE DATE: 2022-03-04	STATUS DATE: 2022-10-21
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“Right first time in Time”

MY2022 and MY2023 Google Built In PREMIUM CUSTOMER EXPERIENCE PROGRAM

PROGRAM OFFER

To empower Volvo retailers to provide a superior customer experience to owners of Volvo’s MY2022 and MY2023 Google Built in (hereafter Google) equipped models, Volvo Car Canada Ltd. announces the revised *Google Built In Premium Customer Experience Program*. This program will provide Volvo retailers additional flexibility, to proactively address non-warranty customer concerns during their visit.

The ownership experience should never be compromised due to a customer inconvenience. To help support an enhanced customer ownership experience, Volvo retailers will now have self-authorization privileges for up to \$2000 according to the program terms below.

EFFECTIVE DATES

MY2022 and MY2023 Google Built in models with original retail delivery dates of September 1, 2021, through March 31, 2023. The program will expire on September 30, 2023. Claim submission deadline will be October 15, 2023.

This Goodwill gesture should be primarily focused on the customer rather than the vehicle. Volvo Accessories are an excellent option to allow customers to further personalize their new vehicle purchase. To further support this, Volvo suggests proposing an accessory solution as the primary offer of support.

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CUSTOMER QUALIFIERS

- Customer who has taken retail delivery of a MY2022 and MY2023 Volvo equipped with Google
AND
- Who took delivery (RDR'd) less than 9 months prior to this goodwill offer and between September 1, 2021 and March 31, 2023
AND
- Who has experienced quality concerns relating to:
 - Google interface failures/ missing features in Google interface/ HMI instability/ TCAM & Internet issues/ etc.
 - Quality Concerns relating to electric propulsion
 - Missing features on a car due to production restrictions outside of the communicated chassis breaks

DETERMINE THE RIGHT CUSTOMER OFFER

- For use only following a precipitating moment of customer inconvenience, regardless of fault.
- The Goodwill gesture should be more focused on the customer than the vehicle and we want the retailer to best manage how to ensure satisfaction with the product. The Retailer is the best judge of what the proper gesture is in-the-moment.

CUSTOMER OFFER

- One time per VIN, up to \$2,000 per eligible vehicle
- RAM Pre-Authorization **is not required** for the below:
 - The purchase and installation of Genuine Volvo Accessories
 - The purchase of an extended warranty (MBP) Contract or other Volvo backed assurance product
 - The purchase of a Pre-paid Maintenance contract (excl. BEV)
 - Retailer Managed Volvo Valet Contract offer (ex. 12 Valet pickups in 4 year lease term)
- RAM Pre-authorization **is required** for the below: (Normal Goodwill Prior Approval procedures must be followed.):
 - Finance/lease payments
 - Offset the cost of the purchase & installation of a home charging station (ChargePoint is Volvo's preferred vendor)

SUBMISSION GUIDELINES

- Confirm eligibility:
 - MY2022 and MY2023 Google models with original customer retail delivery dates between **September 1, 2021** and **March 31, 2023**. Effective for the first 9 months from the vehicles original retail delivery (RDR) date.
 - Eligible program customers are retail owners and fleet operators/drivers (non-rental) Applicable for purchased or leased vehicles (no loaners, inventory or rental fleets)

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- Applicable 1 time per VIN*. Offers can be combined to maximum of \$2000 per VIN

* For use after a precipitating moment of customer inconvenience, regardless of fault.

- R.O text must include a description of the dissatisfier, and the resulting actions taken.
- Receipts must be kept with the RO hard copy and available upon request by the RAM.
- Submit “05” Goodwill Claim type with CE authorization code followed by the last 4 digits of the VIN. (Example: CE0954) for those offers that do not require RAM prior approval.
- Reimbursement:
 - Accessories will be reimbursed at VTSG times and Warranty parts rates.
 - MBP/PPM/Assurance Contracts: MSRP
 - Finance/ Lease payment at VCFS/BNS contract value
 - Valet- retailer warranty hourly rate = 1 round trip (10 trips, warranty rate at \$120/ hour = \$1,200)
- Instances of program abuse can result in suspension from the program.

EXCLUDED CUSTOMER OFFERS

- Discounting on Sales in any way
- Pre-Paid Cash Cards – Visa, MasterCard, AMEX
- Loyalty- Repeat Customer Thank-You Gift/ Delivery Gifts
- Coverage of non-Volvo Parts / Accessories
- Offset payments for Trade-Assists or Buyback situations
- Non-Volvo Branded Assurance Products

Note: Only retail customer purchase or leased vehicles are eligible. Demos, Service Loaners, commercial fleet vehicles are not eligible.

RETAILER RESPONSIBILITY

The retailer must confirm the vehicles in service date and vehicle claim history to ensure no previous customer experience goodwill has previously been honored.

CLAIM REIMBURSEMENT & SUBMISSION PROCEDURES

Volvo Car Canada Ltd. will process claims for reimbursements through the Warranty Processing system. The LONG FORM application will be utilized for all claims. The applicable claim type and specific **sublet** operation are provided below.

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CLAIM SUBMISSION

Long Form Claim

Claim type: **05**

Cause Code: **98**

Symptom Code: **1C**

Prior Approval Authorization Prefix: **CE** followed by the last 4 digits of the VIN* when the customer offer is for one of the following:

- The purchase and installation of Genuine Volvo Accessories
- The purchase of an extended warranty (MBP) Contract or other Volvo backed assurance product
- The purchase of a Pre-paid Maintenance contract (excl. BEV)
- Retailer Managed Volvo Valet Contract offer (ex. 12 Valet pickups in 4 -year lease term)

Prior Approval Authorization Prefix: **DP** and RAM review is still required when the customer offer is for one of the following:

- Finance/lease payments
- Offset the cost of the purchase & installation of a home charging station (ChargePoint is Volvo's preferred vendor)

Sublet Operation Number: **07016****

Sublet Amount: **Up to \$2,000.00*****

*Retailers are not required to generate a prior approval authorization code via the Volvo Retailer Portal for those Customer Offers that do not require RAM prior approval.

**Only the specific Sublet operation number provided can be submitted.

***Sublet amount claimed must be equal to the goodwill offer made and within the max allowed.

Note: Claims submitted under this Goodwill Policy will not be eligible for the 10% sublet mark up.