

VWoA Compliance

From: Volkswagen Now Dealer Communications <dealercomms@vw-now.com>
Sent: Monday, December 5, 2022 12:35 PM
To: VWoA Compliance
Subject: FIELD COPY: WATCH NOW: Joe Rood Prepares You for the 97FY ID.4 Software Update!

David Durant & Rachael Zaluzec December 5, 2022

All Dealership Personnel

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After Sales

Joe Rood Prepares You for the 97FY ID.4 Software Update!



Dear Volkswagen Dealers:

The time has arrived to deliver the in-person software update for the first wave of 2021 ID.4 customers. In order to best manage dealer capacity, we are inviting customers to complete the Service Action in waves. The VINs within this group will be distributed across the dealer network. All customers within the population will receive an email communication:

1. Customers who will be included in the first wave will receive a communication inviting them to schedule an appointment.

First Wave

2. Customers who will be included in subsequent waves will receive an email letting them know that no action is needed at this time.

Subsequent Waves

For all customers, it is critical to set the stage for success, and reinforce your commitment to the customer's EV experience.

If you've not already, we recommend that you review the four Customer Journey: Service Challenges on VWCup that highlight the 5 Keys to Customer Obsession during Service. The 5 Keys to Customer Obsession for Service can also be found here:

Five Keys

Specific to this service action, in order to best prepare for and execute the 97FY service visits, please review the following measures:

1. Make sure you have proper tools and equipment prior to your first appointment:
 - USB drive(s) with software download
 - VAS5908 Battery Charger
 - 6154A diagnostics interface

- Windows 10 laptop with the latest version of ODIS
2. Ensure you have sufficient Internet or WiFi bandwidth in your service area.
 3. Open all available appointments in your Online Service Scheduler, planning for each vehicle to be at your dealer for a full day or possibly overnight.
 4. Plan to provide alternate transportation to each customer
 - During appointment scheduling, make sure to review customer expectations for alternate transportation
 - To assist you in accommodating customers who prefer an electric vehicle, each dealer has already been allocated at least one MY 2023 ID.4
 - Due to the unique situation of this service action, we will support mobility options outside of your normal ATP budget; see the service action dealer notification for details
 5. Contact your customers to facilitate appointment scheduling. As we are planning the roll-out of this Service Action in waves, make sure to verify first that it is open and available in Elsa for that specific VIN.
 6. You should have received an initial allocation of parts, which should be used to support this and future waves. It's likely that your initial allocation is more than you will need for wave one. Prepare for the appointment by ensuring both parts are ready and available:
 - Updated Owner's Manual
 - 12V battery, which must be sufficiently charged
 - A 10% initial allocation of 12V batteries was sent to dealers across two waves the weeks of November 14 and November 28. It is now available for additional orders via the normal Interstate Dropship process.
 7. Remind the customer of their appointment the day before, using their preferred method of contact.
 8. Look for ways to provide a personal experience for the customer during the service visit.
- It would also be helpful to review this previous communication [here](#):

Software Update

In closing, we wanted to take a moment to thank the General Manager, Jerry Holloway, and Service Manager Jimmy Dao of Lindsay Volkswagen of Manassas for opening their Dealership to us so that we could record this important video.

Thank you for doing the preparation for these visits and continuing to build the loyalty of our EV customers.

Watch the Video

Sincerely,



Dave Durant
Senior Vice President, After Sales
Volkswagen of America, Inc.

Sincerely,



Rachael Zaluzec
Vice President, Customer Experience & Digital Strategy
Volkswagen Group of America, Inc.

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