

VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
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To: VWoA Compliance
Subject: After Sales Service + Parts Newsletter

CW12 March 2023

After Sales Newsletter



20DS Update

All,

We are pleased to share details on a customer support program for the 20DS Safety Recall (Q3 fuel tanks). With the change in the repair procedure, we know customers will have questions and/or frustration when they get their vehicle back from the dealership.

- **20DS Customer Support Dealer and Field Communication V2:** Program details on program & claim criteria
- **20DS Field Support:** Word tracks to address customer questions about why repairs were/weren't performed on their vehicle

For any questions on the program, please contact Bonnie Lawrence, Kris Noble, or Melissa Ball.

After Sales Performance Consulting

In 2019, Audi After Sales refreshed its express service program and launched Executive Service 2.0 under the direction of its After Sales Performance Consulting team. This new version featured an Audi specific bay choreography and processes that were adaptable to the needs of individual dealers—ensuring high productivity and a better fit for more of the service demand that Audi dealers typically encounter.

Audi Indianapolis was one of the first dealers to install Executive Service 2.0, under Service Manager Caleb Nobbe, in October 2019. Since that time, Caleb has found that Executive Service has been an invaluable element in growing his business in terms of staffing, productivity, and profitability.

Below are several of the highlights of how ES has helped Audi Indianapolis:

- Executive Service has grown. Indy started with just one bay doing basic maintenance and light skilled peripheral work, and has now grown to two bays. Additional capability now exists to perform intermediate work to help alleviate pressure on the Main Shop and improve overall throughput.
- Executive Service has been an effective recruiting tool in filling positions of high need. Because ES is an excellent entry point into the dealer for techs with little or no experience, Caleb has been able to utilize the program to promote a career path within his dealership.
- Four ES techs have gone on to become mainline techs
- Three ES techs have moved up to apprentice/diagnostic techs
- Two ES techs have moved up to Parts Consultant

Executive Service has helped the Service Department produce significantly more work.

- Executive Service accounted for over 19% of the total shop hours for 2022.
- The two ES bays each produce an average of 214 hours per month more than the average hours of what their other bays are each turning.
- Diverting the fast turn ES work from the mainline techs has actually helped keep them more productive.
- With the help of Executive Service, Audi Indianapolis has realized an increase of 37% in CP Labor Hours compared to 3 years ago (2022 vs. 2019), as compared to the average lift for their Sub-Area of 20% and Central Region of 10%.

Executive Service has improved Mechanical Labor Profitability

- Overall Gross Profit % has actually been elevated because of the relationship between entry level tech cost of sale and Effective Labor Rate for Executive Service work.

“Adding Executive service was a game changer”
—Caleb Nobbe, Service Manager, Audi Indianapolis

“This is such a great production benefit as well and will allow us to take in more vehicles”
—Rod Ingalls, GM, Audi Indianapolis

Should you wish to implement Executive Service, please contact your AASM or ASPC. Additionally, currently there is no charge to a dealer to install this business model through our After Sales Performance Program.

After Sales Academy

Training 2023

Welcome to March! Read below for new courses and classes that have seats to fill!

***LIVE - Instructor-Led Training Courses – Register Today!!**

Effective Service Consulting (710342): Through the lens of the Service Core Process, you will examine your customer's expectations and emotions at each step, and practice delivering a Customer-Centric service experience. This course makes heavy use of skills practice.

This is a required class for Service Consultant Specialists. There are open seats available in the live classes below. By registering early, you can take advantage of in-market class offerings and save on travel expense! Review with your Manager and register today!

Effective Service Consulting:

- March 23rd and 24th (Davie Learning Center): **7 seats available**
- March 20th and 21st (Atlanta Learning Center): **8 seats available**

Web-Based Training, CSI video Series

Updated! Group Retail Portal for Dealer Employees/Dealer Extranet Administrators (718GRP/718GRPEA): These trainings cover the actions of the Audi Information Technology Group (IT) to implement the Group Retail Portal, and the steps that are taken to insure proper registration of all dealer users. **Beginning in April 2023, ElsaPro access will be through the GRP. If you have yet to register on the GRP, this course will assist you in the process.**

New! Warranty Common Claiming Errors: Missing Photos (750236M2): In our continuing series on common warranty claiming errors, we take a quick look at examples where missing photos make all the difference!

For more information, please contact your local After Sales Facilitator, Regional Training Specialist, email the crcsupport@audi.com, or Amanda Porter (amanda.porter@audi.com)

2023 Twin Cup



Round 2 Testing now Open!

Round 2 is now OPEN! You have until **March 19th** to complete Round 2 testing to qualify for the National Finals in June. You can access the test online [here](#) or through iAudi by clicking on App Links > Service > Audi Twin Cup Challenge.

Please note: **You MUST click “submit” in order for your answer to be recorded.** For timed questions, if an answer is selected, but you do not click “submit” before time runs out, your answer will not be recorded.

Bonus Points will be awarded again. Complete Round 2 testing in the first week to earn the most bonus points available.

- Week 1 (Feb. 27-Mar. 5): 4 percentage points
- Week 2 (Mar. 6-12): 2 percentage points
- Week 3 (Mar. 13-19) 0 points

Don't miss out on this great opportunity to compete among the best of the best. In addition to a coveted spot at the World Championships, 2023 Twin Cup is also offering:

- Prizes for completing Round 2 Testing
- In-Person National Finals the week of **June 5th in Orlando, FL**

- Technicians/Shop Foreman who advance to the National Finals have the opportunity to earn Audi Diagnostic Technician (ADT) certification
- World Finals will be held in **Munich, Germany the week of July 10th**



The annual 2023 Twin Cup Challenge is an opportunity for Audi Technicians, Shop Foremen and Service Advisors to put their skills on display and engage in friendly competition with their peers from across the country. New this year, we are incredibly excited to open the competition up to Audi Brand Specialists & Technologists to represent Sales. Here is the new equation for our future competitions: After Sales + Sales = Twin Cup!

After two preliminary rounds, finalists advance to the National Finals to compete in-person for the title of National Champion. Finalists will be presented with practical, hands-on challenges to determine who stands out from the rest of the competition. Our group of National Champions, comprised of teammates from both Sales and Service, will go on to represent Team USA at the 2023 Twin Cup World Championship in Europe.

We strongly encourage all eligible Audi Technicians, Shop Foremen, Service Advisors, Audi Brand Specialists and Technologists to participate in the 2023 Twin Cup Challenge and showcase your skills and product knowledge.

Please continue to check the registration website for more information and be sure to join our **Facebook group page** for the latest news and updates! For additional information on Twin Cup, visit **Top Service Process Guide** and click on the Audi Twin Cup page, under Service.

In addition, you can reach out to Mollie Hughes at **mollie.hughes@audi.com** with any questions you may have.

Good luck!

ElsaPro Update

Important Reminder: ElsaPro Will Be Accessed Through Group Retail Portal (GRP)

As announced previously, ElsaPro will have a new way to log in beginning April 2023. Start signing up for GRP **now** to ensure you are able to access ElsaPro when the switch is complete. *Note: This does not affect Elsa2Go.*

Register for GRP

Please click **here** for the detailed steps to complete registration.

1. First, follow instructions starting on page 2 for "Reset Password".
2. If you do not receive an email, follow steps starting on page 6 for GRP self-registration.

Enable TOTP after Registration

Temporary One-Time Password (TOTP) is required as part of the 2-Factor Authentication (2FA) to access ElsaPro.

1. Once you have successfully registered for GRP, your dealer Administrator will enable TOTP on your account.

2. You will receive an email to complete the TOTP setup. The link in the email will expire after 24 hours. You can find more details about registering for TOTP and 2FA [here](#).
3. After 2FA is setup for your GRP account, you will need to enter a security code from an authenticator/code generator into GRP before you can access any application in GRP that requires 2FA.

Administrators: Initiate TOTP for each person who will need access to ElsaPro.

Additional Resources

- [Dealer User Registration \(Web Based Training\)](#)
- [GRP Administrator \(Web Based Training\)](#)

If you have questions or concerns, please contact the IT&S Service Desk at (248) 754-HELP / (248) 754-4357 or 4help@vw.com.

Audi Tire Center



\$100 off Audi Original Tires

From March 15–May 31, 2023, offer customers \$100 off a set of four eligible Audi Original Tires. AO and RO1 tires from Bridgestone, Continental, Dunlop, Goodyear, Michelin, and Pirelli are eligible for this offer. Tires must be installed by June 7, 2023.

This promotion can be combined with the following national offers:

- LIMITED TIME ONLY Bridgestone \$70 Visa Prepaid Card | Up to \$170 Savings on a set of 4 tires when combined (Specific Model Lines) | March 15 – March 31, 2023
- LIMITED TIME ONLY Pirelli \$80 Visa Prepaid Card | Up to \$180 Savings on a set of 4 tires when combined (Specific Model Lines) | March 15 – April 2, 2023



Program Details

Audi Elite Incentive

2023 Audi Elite Q1 Incentive Ends This Month

The first quarter of Audi Elite is almost over. Don't miss your opportunity to claim one of the prize spots! To qualify for the quarterly prizes, dealers must achieve 3 out of 4 best practice requirements and hit their qualifiers and purchase objectives. Winning Parts Managers and Service Managers will earn rewards valued up to \$1,500 that include trip experiences, electronics products, and more on the Audi Rewards Platform. Service Consultants also have the chance to earn quarterly rewards valued up to \$500. Standings are updated weekly and can be viewed in the promotions tracker on Audi Tire Center through AccessAudi.com.

Haven't achieved 3 out of the 4 Audi Elite qualifiers listed below? Purchase one set of 4 Build-to-Order wheel and tire packages and receive credit for one qualifier not met. Build-to-Order packages are non-returnable and must ship by March 31, 2023 to qualify. Please refer to the attached Build-to-Order sell sheet for a list of eligible SKUs. Please note, this bonus qualifier is only valid on one set of BTO assemblies.

Audi Elite Qualifiers

- Have an active Online Tire Store
- Be enrolled and active on AOR, with at least 50% of purchases generated through AOR
- Maintain an average share of 40% or higher
- Utilize the Dynamic Retail Selling Guide® (DRSG™) by performing an average of 40 searches per month

[Program Details](#)

Ending Soon! IMSA Michelin Pilot Challenge

Here's your chance to win a trip to the WeatherTech Raceway Laguna Seca in Monterey, California! From **January 1–March 31, 2023**, Parts Managers and Service Managers who purchase and sell the most eligible OEM, OEA, and WIN Michelin tires have the chance to earn a trip to the IMSA Michelin Pilot Challenge, May 12-15, 2023. Standings are updated weekly on the promo tracker, which can be found on the homepage of the Audi Tire Center through AccessAudi.com.

[Program Details](#)


Formula 1 Austin Grand Prix

March 1st – May 31st

From March 1–May 31, 2023, Parts Managers and Service Managers who achieve their assigned objective on OEM, OEA, and WIN Pirelli tires have the chance to win a trip to the 2023 Formula 1® Grand Prix in Austin, Texas, October 20-23, 2023!

[Program Details](#)

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