

Infiniti USA
Electronic Field Communication

INFORMATION

Date: October 9, 2018

To: RAMs, FOMs, & RSOMs

Subject: **Retailed Vehicle Open Campaign Report Lists Updated**

The lists for each retailer's Retailed Vehicle Open Campaign Report has been updated today in DBS. We made our best effort to reassign vehicles to retailers based on the most recent owner information we received. The complexity of filtering out brokers (banks, salvage yards, and insurance companies) and reassigning VINs based on updated owner information affected over 123K records between INFINITI and Nissan, so we are unable to summarize the changes at a regional or retailer level. We suggest the retailers download their lists and have their outbound call centers compare information if necessary. If you have questions, please let us know.

Additionally, we will have some enhancements coming in DBS effective **November 17, 2018**:

Owner Data Updates (NNA side):

1. VIN, Campaign Code, and Source are the unique fields
2. Compare all fields except Remove Flag and Comments to see if there is a difference.
 - a. If there is same VIN, Camp ID, and Source and all other fields are also the same then the record will be updated without changing Remove Flag and Comment field
 - b. If there is same VIN, Camp ID, and Source and any other field is different, then the record will be inserted, in this case Remove Flag and Comment field will be blank as this is new record. The remove flag is being removed so the retailer will understand the information they previously flagged for removal has been updated and should be tried again before reapplying the removal flag.
 - c. **The retailer benefit of A & B above** is duplicate records for the same VIN, Camp ID, and information source with the same customer contact information will no longer display in DBS on the Retailed Vehicle Open Campaign Report.

Owner Data (Retailer view):

1. The DBS interface will allow retailers to filter out records they have set the remove flag to "Y" for. This will enable retailers to export only the flagged for removal = "N" records to be exported to Excel.

Retailer Communication:

Please cascade as necessary to regional and retailer personnel.

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