

# Service Manager Bulletin

TITLE:

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

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| <b>GROUP:</b><br>00  | <b>NO:</b><br>038C | <b>ISSUING DEPARTMENT:</b><br>Warranty | <b>CAR MARKET:</b><br>Canada     |                                   |
| <b>REVISIONS:</b><br>Program dates have been extended and MY2023 vehicles are now eligible |                    |  | <b>ISSUE DATE:</b><br>2022-03-04 | <b>STATUS DATE:</b><br>2022-09-16 |
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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 iCUP (hereafter Google) equipped models, VCUSA Quality announces the *MY2022 and MY2023 Google Built In Premium Customer Experience Program* for Canada. This program will provide Volvo retailers additional latitude, to proactively address non-warranty customer concerns in an expeditious manner. 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 the ability to self-authorize goodwill claims (1 time only per VIN) for owners of the MY2022 and MY2023 Google Models.

### EFFECTIVE DATES

This program will be effective as of March 1, 2022 on all MY2022 and MY2023 Google Models with **customer RDR dates** from September 1, 2021 to December 31, 2022. Coverage will be for a period of 6-months from customer delivery (RDR date). This program will expire on June 30, 2023. All claims under the program must be submitted to Volvo for processing by July 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 6 months prior to this goodwill offer and between September 1, 2021 and December 31, 2022  
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 \$1,300 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 December 31, 2022**. Effective for the first 6 months from the vehicles original retail delivery (RDR) date.
  - Applicable for customer purchased or leased vehicles (not for loaners or vehicles in inventory)
  - Applicable 1 time per VIN\*.

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- 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.
- 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

***It is the servicing retailer’s responsibility to confirm vehicle eligibility under the Program as outlined in this bulletin before any goodwill offer is made to the customer. (Specific models, vehicle age, max allowance and only 1 claim per VIN)***

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

### CLAIM REIMBURSEMENT & SUBMISSION PROCEDURES

Volvo Car USA, LLC will process claims for the *MY2022 and MY2023 Google Built In Premium Customer Experience Program* 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 \$1300.00\*\*\***

\*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.***

Program spending will be reviewed on a weekly basis to identify major dissatisfiers and program usage. All claims are subject to Audit. Instances of program abuse may result in suspension from the program and claim rejection if outside the program parameters outlined.