

VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
Sent: Thursday, January 26, 2023 6:30 AM
To: VWoA Compliance
Subject: After Sales Service + Parts Newsletter

CW04 January 2023

After Sales Newsletter



Service Loyalty Bonus Help Desk

Dealer Partners,

To make sure your experience with the Service Loyalty Bonus portal is as seamless as possible, we have a full time Dealer Help Desk!

- For any data-related questions, please click “Contact Us” at the bottom of the page, in the portal, or email audiSLBsupport@aftersalesiq.com
- The Help Desk is open from 9 AM to 5 PM EST, Monday to Friday
- Inquiries will be reviewed and responded to within 24 to 48 business hours

Please reach out to your field representatives with any questions.

-Audi After Sales

Alternator Support Program

Dealer Partners,

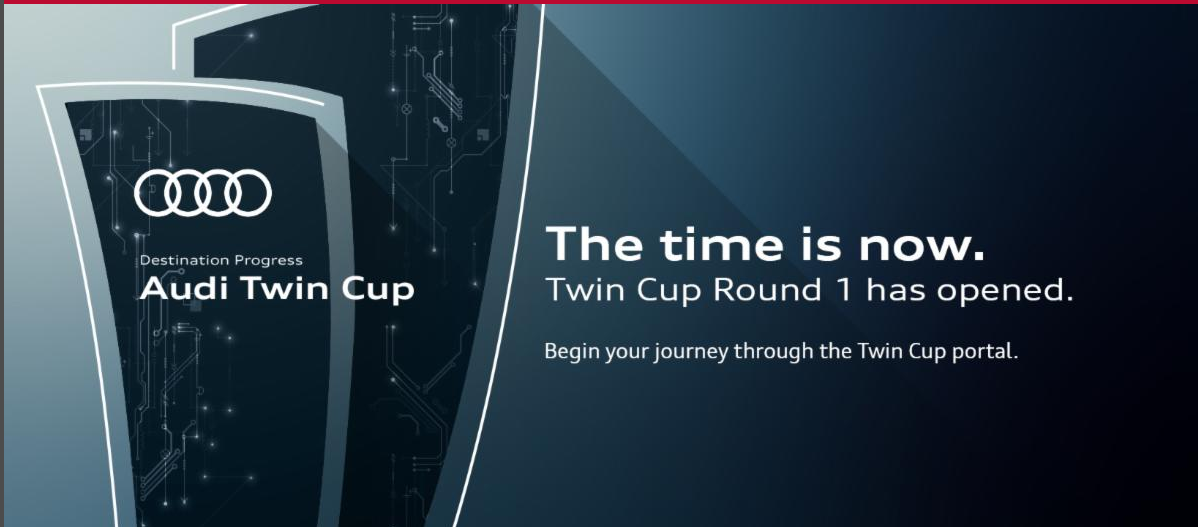
A couple of friendly reminders regarding the Customer Support Program:

- The Alternator Loaner Support Program applies to all models years of vehicles affected – whether or not still under warranty
- Customers may take advantage of a \$2,000 incentive towards the purchase or lease of a new Audi. This incentive is incremental to any other eligible and applicable incentives currently in-market. Please see bulletin [A22UCOP2](#) for further program details.

The complete dealer communication can be found [here](#).

-Audi After Sales

2023 Twin Cup



Let the Competition Begin

Want to compete in the 2023 Twin Cup Challenge, but haven't registered? It's not too late!

Registration will remain open until Jan. 29th when Round 1 Testing concludes. Register now and complete Round 1 Testing for a chance to compete at the National and World Championships. Signup [here](#) or through iAudi by clicking on App Links > Service > Audi Twin Cup Challenge.

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 1 and 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 the week of July 10th**

Please make sure you register for the correct competition category. Any participant who completes the incorrect test may be disqualified.

Service = Service Consultants
Technology = Technicians & Shop Foreman
Sales = Audi Brand Specialists & Technologists



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!

After Sales Academy: Training 2023

Happy New Year! Welcome back to another busy and exciting year of After Sales Training! We hope you and yours enjoyed a healthy and happy holiday, and are ready to dive into the 2023 training year!

Certification 2023

New! We are happy to present our re-designed training Certification Path for 2023! There are a number of enhancements to After Sales certification, but below are some of the highlights. Full details are available in the [2023 Certification and Training Program Guide](#).

- Simplified training and dealer-focused, career development paths with logical skill progression
 - Reduction of certification load with tenure
 - Removal of management classes from non-management Master Level
 - Introduction of the Master Guild for next-level career growth
 - Required courses for certification now listed on each employee's CRC page to minimize the "guess-work" of yearly class scheduling
- New Hires:
 - Two-day in-person Audi Brand Experience (601492) course completion is **required within first six months**
 - Reduced quarterly continuous learning content allows focus on foundational skills
 - Q4 hires (October 1 – December 15, 2023): annual certification requirement limited to Associate Level 1 (or ABS New Hire level)

New Courses in Q1 2023

Virtual/In-Dealer/Instructor-Led Training

- **The EV After Sales Experience (710522)** Virtual Training course will allow after sales personnel to explore the tangible and intangible elements of EV technology as it pertains to Audi Service customers. By doing so, employees can anticipate, prepare for, and meet customers' needs in ways that surpass customer expectations, foster trust and confidence, and deliver a unique EV owner experience.
- **The Talent Development Workshop (720133)** will be a two-day management workshop offering best practices and peer discussions on the topics of talent screening and acquisition, assessing

dealer personnel needs, employee motivation, training and development, and career/succession planning.

- Audi Insight delivers results from our service customers based on Segments, or model year categories. Have you wondered if a Segment 3 customer has different expectations than Segment 1? The answer is YES, and is one of the topics discussed in a soon-to-be released VT, **Driving CSI Results: Service Consultant OSAT (710422)**.

Virtual Training, Web-Based Training, CSI video Series

- **Audi Ownership Experience Insights Series (718151M1-M4)**: The current 4 plus 1 WBT series provides a concise overview of the service experience. Each course provides a process overview, establishes the customer's expectations, and then defines the process. The Service Core Process Insight courses build from the existing content with a stronger connection to how the learner can deliver a customer-centric experience.
- **Audi Warranty - Top Service – Level 1 & 2 (750122M1-M2)**: This two-part virtual training course covers repair order documentation and making the appropriate notifications. This process includes the repair order and invoice, evidence from warranty/other litigation proceedings, and appropriately verifying a customer's concerns. Participants will also learn how to manage unverified customer concerns, and how to handle customer complaints effectively.
- **New! Booking for Audi Warranty (750235)**: Do you have a new Warranty Administrator or need a refresher course? This self-study, web-based training program is designed to guide new, Audi Warranty Administrators through best practices for warranty booking and locating correct labor operations.
- **New! Audi Customer Experience Quick Tips (718146 M11-15)**: When is it wise to call and text a customer? Why is a Tech Video Walk-Around so important to building trust? Who is the Roving Reporter, and when is he coming to your dealership to do a CSI interview?! Head on over to the Academy Video Portal on iAudi to view our latest series, or click on the link below to watch the Roving Reporter! **[Audi Roving Reporter \(718150M1\)](#)**

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

The following courses still have room for additional attendees! Review with your Manager and register today!

- Class 1 - Effective Service Consulting February 7th and 8th Golden, CO
- Class 2 – Effective Service Consulting February 21st and 22nd Chicago, IL
- Class 3 – Effective Service Consulting February 23rd and 24th Chicago, IL
- Class 4 – Effective Service Consulting March 21st and 22nd Ft Lauderdale, FL
- Class 5 – Effective Service Consulting March 23rd and 24th Ft. Lauderdale, FL
- Class 6 – Effective Service Consulting March 23rd and 24th Chicago, IL
- Class 7 – Effective Service Consulting March 21st and 22nd Livermore, CA

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)

Elsa2Go

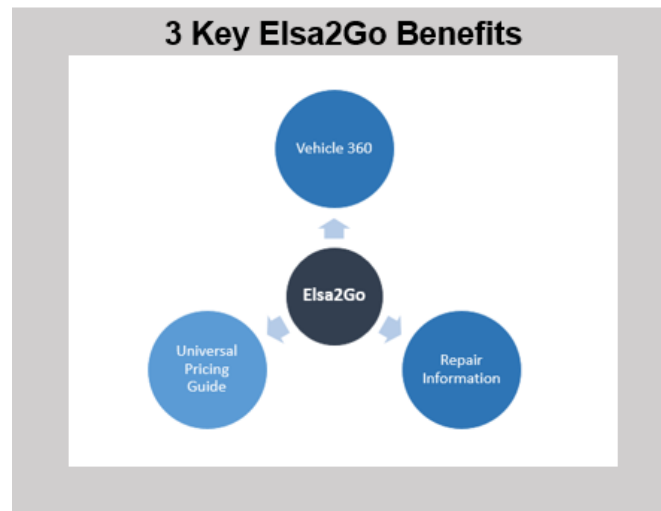
Elsa2Go and Universal Pricing Guide

Kick off 2023 with Elsa2go and UPG

Why should I use Elsa2Go?

Elsa2Go is a *multi-platform* digital service tool for advisors and technicians. It contains the same information you would find in ElsaPro and much more, such as automatic warranty calculations, i-Wire, Audi Care Plan information, DMS integration with CDK and Dealertrack and the Universal Pricing Guide (UPG) integration!

All information is provided at a glance, designed to support you through the service core process - on any tablet (Android and iOS) or desktop computer & browser (Chrome and Firefox).



How do I get started?

Elsa2Go Access

Assign Elsa2Go Role

Instructions located in Elsa2Go > ...More icon > Help > Features Guides > **Elsa2Go Role Assignment**

Web Browser Access

Access via iAudi, under App Links > "Parts" and "Service" sections > **Elsa2Go**

Tablet Access

- Download Elsa2Go from iAudi under App Links > "Parts" and "Service" sections > **Elsa2Go (iOS and Android)**

UPG Access

Assign UPG Role

- Instructions located in Elsa2Go > ...More icon > Help > Features Guides > **UPG Role Assignment**

UPG Access

Via Elsa2Go Vehicle Summary Page

UPG Admin Access

- iAudi > App Links > "Parts" and "Service" sections > **UPG Admin**

Elsa2Go and UPG Integration with ACMS Support Materials

The following Elsa2Go and UPG reference materials are located in the [Elsa2Go Help Section](#):

- Training Courses and Webinars
- User Guides
- Frequently Asked Questions
- What's New

If you have any questions, please contact us at Elsa2Go@vw.com.

Audi Tire Center



Audi Elite Incentive

January 1st – December 31st

Throughout 2023, Parts Managers, Service Managers, and Service Consultants will compete for the chance to achieve Audi Elite status and to earn quarterly rewards and year-end grand prizes. Loyal Audi Tire Center dealers who consistently meet or exceed their goals and demonstrate excellence in tire sales will be rewarded. Dealerships will be placed into three competitive groups based on daily RO data. Dealers who achieve 3 out of 4 best practice requirements and who hit their qualifiers and purchase objectives each quarter can win quarterly and/or year-end rewards. Q1 Audi Elite goals are being finalized and will be loaded on the site by the end of January.

[Program Details](#)

Audi Elite Q4 & Grand Prize Winners!

We are pleased to announce the winners of the 2022 Audi Elite Q4 and year-long grand prize incentives! Each winning dealership will be contacted by their Dealer Tire account manager to advise you how you can redeem your tokens for prizes on the Audi Rewards platform. Congratulations to all of the winners and best of luck to everyone in this year's Audi Elite incentive.

[Service Consultant Q4 Winners](#)

[Parts Grand Prize Winners](#)

[Service Grand Prize Winners](#)

[Parts Q4 Winners](#)

[Service Q4 Winners](#)

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.

[Program Details](#)

\$100 Instant Rebate



January 1st – 31st

This January, customers can save \$100 instantly on a set of four eligible Bridgestone, Michelin, or Pirelli OEM, OEA, and WIN tires. Tires must be installed by February 7, 2023. Dealers can enter their claims online to receive a \$100 reimbursement. Dealers will be reimbursed via EFT payment in February from VWGoA Accounting.

All claims must be submitted by February 7, 2023, in order to receive reimbursement.

[Program Details](#)

**Pricing is subject to change,
please visit Audi Tire Center website
for latest pricing and updates
Sell Sheets (Featured Announcements)*

STAY CONNECTED



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