

## VWoA Compliance

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**From:** Audi Communications <aftersalescommunications@audi.com>  
**Sent:** Thursday, February 9, 2023 8:01 AM  
**To:** VWoA Compliance  
**Subject:** After Sales Service + Parts Newsletter

CW06 January 2023

After Sales Newsletter



## Service Loyalty Bonus Help Desk

Good afternoon Dealer Partners,

We have officially wrapped up another year of outstanding partnership. Together we crafted innovative programs, refined processes, and continued to strive to provide excellent dealer and customer satisfaction. Last week we sent out the Audi After Sales Year in Review.

Of course, progress never stops and we are committed to continuous improvement. With that, we encourage you to take the opportunity to share your feedback with us through the Carlisle survey. Your input is vital for us to make 2023 another exceptional year and ensure we strength our partnership. More details are available in the **attached reference** document as well as linked here:

- Access: <http://www.AudiServiceSurvey2023.com>
- Login info:
  - Manufacturer/Brand Name: **U.S. - Audi**
  - Dealer Code: **your dealer code**
- This should take approximately 30 minutes to complete.
- The survey closes March 1, 2023

It goes without saying that without your participation and opinion, we would be unable to partner on important future improvements. We appreciate your time and effort.

Warmly,

**Robert Lecznar**

Senior Director of Audi After Sales & Warranty

## Alternator Vehicle Down Form

Dear Field and Dealer Partners,

Thank you all for your diligent work last week in collecting the down vehicles information. With your efforts, we were able to compile over 3,100 impacted VINs and prioritize the customer vehicles. We will shortly upload that information into a portal for easily viewing.

We created a tab within Foresight for data collection – moving forward, we ask that you share this resource with your dealers. The “how to” guide can be found [here](#). **Please note, this is for vehicles identified after January 30<sup>th</sup> and moving forward.**

Additionally, as the vehicles are repaired, the VIN will not show in the vehicle down list, however, it will be available in reporting.

## 2023 Twin Cup



Destination Progress

## Audi Twin Cup

Thank you for submitting your appeals for Round 1. We are currently reviewing all questions and appeals at this time. Participants moving onto Round 2 will be emailed directly on Feb. 15th. Round 2 competition will begin on February 27th.

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 5<sup>th</sup> 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 10<sup>th</sup>**



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](mailto:mollie.hughes@audi.com) with any questions you may have.

Good luck!

## After Sales Academy

### Training 2023

Welcome to February! 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. Feedback from your facilitator and peers will help you hone your skills in the areas of making an appointment, interactive check-in, effective vehicle service, and memorable active delivery/follow up. This course makes heavy use of skills practice.

This is a required class for Service Consultant Specialists. Don't delay! The below courses still have open seats. Review with your Manager and register today!

- Effective Service Consulting – February 21<sup>st</sup> and 22<sup>nd</sup> (Chicago)
- Effective Service Consulting – February 23<sup>rd</sup> and 24<sup>th</sup> (Chicago)
- Effective Service Consulting – February 22<sup>nd</sup> and 23<sup>rd</sup> (Seattle)

#### **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)**.
- **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.

### 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.
- **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)**

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

## Audi Tire Center



## Audi Elite Incentive

January 1<sup>st</sup> – December 31<sup>st</sup>

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](#)

## 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](#)

## \$100 Instant Rebate



### **Claim Deadline is February 7**

Claims for the January \$100 instant rebate offer on four eligible OEM, OEA, and WIN Bridgestone, Michelin, and Pirelli tires must be submitted via Audi Tire Center through AccessAudi.com by February 7, 2023, to receive a \$100 reimbursement. For all valid claims submitted, dealers will be reimbursed \$100 via EFT through VWGoA Accounting. Please refer to the attached document for claim submission instructions.

### [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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