

GENERAL MOTORS



OUR PEOPLE
MAKE US DIFFERENT

GM DEALER CHAT SERVICES

Providing Dealers a full suite of GM-managed programs for driving more Sales and Services leads.

Dealer Chat - GM-managed and GM-trained Advisors engage and assist your online customers 24/7.

Dealer LeadR3 - After-hours lead response service to your Internet sales leads. Customers receive a rapid, real response to their inquiry. Each response is linked to your Dealer Chat service, creating a seamless customer experience.

Dealer Maintenance Notification Response - For your OnStar service reminder leads, the DMN response program features quick response times notifications customized with your dealership information and service offerings.

Having a consistent online presence ensures that you're there for your customers to provide support and information wherever and whenever they might be on your website.

DEALER CHAT

- ✓ GM-managed and GM-trained Advisors
- ✓ GM knowledgebase
- ✓ Personalization
- ✓ Low monthly fee
- ✓ 3rd-Party lead integration

OVERVIEW:

An enhanced and updated tool is coming soon! Dealers and customers benefit from all-new technology to provide a more robust, convenient and intuitive user experience that's integrated with *Shop Click Drive*.

Competitive rates - no annual contact - IMR Match and Turnkey.

Pricing is determined by previous-year annual retail sales result and billed at a monthly rate.

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DEALER LEADR3

- Responds to 100% of your sales leads in under 30 minutes*
- Integrates with your CRM
- Customizable email template
- Dealer chat integration

*Lead must include a valid email address.

OVERVIEW:



Customers receive a rapid, real response to their inquiry. Responses are linked to your Dealer Chat service to allow customers to chat live.



Advisors trained by GM, for GM and managed by GM to respond to all customer comments and provide helpful product information. Your business benefits from our Advisors having access to the complete resources of GM proprietary information. They're equipped with knowledge of your products, services and inventory to engage with customers and help capture more leads.



Customizable email template integrates with your Dealer Chat service. The premium package is enhanced with the ability to link to your vehicle inventory and pricing.

There are two packages available:

1. Standard Package
2. Premium Package

Pricing for each package is determined by previous-year annual retail sales result and billed at a monthly rate.

Enrollment in GM Dealer Chat is a requirement in order to participate in Dealer LeadR3.

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DEALER MAINTENANCE NOTIFICATION (DMN) LEAD RESPONSE

- ✓ Responds to 100% of the DMN Leads that come into your CRM each day*
- ✓ Integrates with your CRM
- ✓ Customizable email template
- ✓ Drive sService appointments

*Lead must include a valid email address.

OVERVIEW:

- Customized banner to match your website.
- Clickable sub-banner that routes to OSS.
- Call to Actions
 - Schedule an appointment
 - Service Specials
 - Hours & Maps
 - Chat (Must be enrolled in GM Dealer Chat).
- Chat icon (when enrolled in GM Dealer Chat) included with every sent email to ensure your customers have 24-hour “chat” assistance.

Available service options:

1. Packaged with Dealer Chat
2. DMN Response Only

Pricing for each package is billed at a monthly rate.

Register now at: gmprogramhq.com/bdcservices

Once you’ve enrolled with GM Dealer Chat, it will be live on your website within 3 to 5 business days. For more information and pricing, visit the Dealer Digital Solution App in GlobalConnect.

Questions?

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