

FORDDIRECT  
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# Ford/Lincoln/Quick Lane Owner Communication Program

ConsumerConnection+

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## CONSUMERCONNECTION+ OVERVIEW | PAGE 2

The next evolution in owner loyalty marketing. With the next-gen ConsumerConnection+, your sales and service communications are more targeted, more customized and more timely. With exclusive benefits other third-party solutions can't match.

### Enhanced:

- + Package Simplification and Channel Selection
- + Dealer provided offers incorporated into Private Offers and In-Market
- + Portal and Reporting
- + Dealer Consultation model
- + Quarterly Service Campaign

### Integrations:

- + Recall lists & ability to order
- + CRM Pro
- + VINReal
- + Dealer websites
- + Tier 1 and Tier 2 sales and service offers/messaging

### Exclusive Data Feeds:

- + FordPass/Lincoln Access Rewards data
- + Key Connected Vehicle Modem Data
- + Ford CKS data appends
- + FMCC In Equity Data
- + Vehicle Disposal Data
- + Only source for complete ICI lists

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# COMMUNICATIONS & CHANNELS | PAGE 3

- Full DMS integration and service lifecycle management
- All essential required communications are multi-channel (Direct Mail and Email)
- Optional communications are either Email First or Multi-Channel
- All sales and service communications are 100% co-op eligible and automatically submitted by FordDirect (Quick Lane is 50%)

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Essential Required Communications and Channels:			Live Calls <sup>†</sup>
<b>SERVICE</b>			
Service Reminders for Loyal Customers*	Multi-channel (Email + Direct Mail)		✓
Service Reminders for Lost Customers*			✓
Quarterly Service Event Campaign*			
Declined Services*			✓
<b>SALES</b>			
Private Offers (Lincoln Dealers need a cap of 50% or higher)			
Payment Advantage (Ford Credit In Equity)			
Optional Communications and Channels:	Multi-channel (Email + Direct Mail)	Email First	Live Calls <sup>†</sup>
<b>SERVICE</b>			
Intro to Service	✓	✓	✓
Service Appt. Reminder	✓	✓	
Primary Market Area (PMA)*	✓	✓	
Past Due Maintenance	✓	✓	✓
Service Thank You Messaging	✓	✓	
<b>SALES</b>			
Purchase Thank You	✓	✓	✓
In-Market Customers (Incorporates local Dealer or Regional offers)	✓	✓	
<b>MISCELLANEOUS</b>			
State Inspections	✓	✓	✓
Birthday	✓	✓	
Anniversary	✓	✓	
<b>ACCESSORIES</b>			
Accessories Post-Purchase Communication	✓	✓	
<b>EXTENDED SERVICE PLAN</b>			
Ford/Lincoln Protect After Purchase and before warranty expires	✓	✓	
Ford/Lincoln Protect Renewal	✓	✓	

\*Minimum model year and mileage radius requirements apply. †Live Calls are \$2.50 per completed call and are optional.



# SERVICE COMMUNICATIONS | PAGE 5

- Targeted Daily Customer Retention Communications
  - Based on:
    - Connected Vehicle Data
    - Mile intervals
    - Repair order history
    - Labor Op Codes
- Inclusion of FordPass and Lincoln Access Rewards points balance
- Quarterly National Event Messaging

The collage displays various service communication templates:

- The Care You Deserve:** An email header with the Ford Service logo, a photo of a woman by a car, and text: "The Care You Deserve. It's time for the quality service only our expert service technicians can deliver. See below for service offers chosen specifically for you."
- Service Reminder:** A reminder for a service at Hometown Motors, including the address: "123 Main Street, Anytown, US 12345".
- FordPass Rewards:** A banner for the FordPass Rewards program, stating "Join now! Earn and redeem Points on service. Become a FordPass Rewards member and get rewarded." It lists membership benefits and provides a link to FordPassRewards.com.
- Scheduled Mileage:** A coupon for a scheduled mileage service, offering "\$XXXX" off. It lists services like oil changes, tire rotations, and brake inspections.
- Motorcraft Complete Brake Service:** A coupon for a complete brake service, including brake pads, rotors, and drums.
- The Works Synthetic Blend Oil:** A coupon for synthetic blend oil, offering "\$XX" off.
- Service Reminder (Detailed):** A detailed reminder for a service at Hometown Motors, including a list of services due (Brakes, Battery, Tires) and a list of services that may be needed (Service needed, May need attention soon, Good to go).

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## FordDirect DET

- General program questions or requirements
- Enrollment, package change and cancellation
- Billing inquiries

**Contact: 888-614-6244**

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## Epsilon PHQ

- Modifications to Dealer profile, communications, offers (i.e., coupons) and/or channel selections
- Portal questions (e.g., where is my Fit List, I cannot download customer lists and how to order a custom campaign)
- Metrics/performance information
- Request access to Dealer Portal

**Contact: 866-777-0389**

## Ford Zone Manager

- General ICI/Fit List private offer information
- Prospects targeted/included on ICI/Fit List
- Sales or service incentive or rebate questions

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**Thank You**

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