

# MyStar



*Always There!*

## Owner's Manual Live<sup>®</sup>

### *Program Overview*



Providing Vehicle Owners with 24/7 Live Access  
to Information about Their Vehicle



It is practically impossible for a consumer to absorb, during the delivery process, the vast array of technologies and features that comes equipped in today's modern vehicle. Most consumers simply assume (or hope) they will be able to figure it all out when the time comes. Let's face it - this doesn't end well.

### Your Customers Need 24/7 Access to Someone Who Can Help

By providing your customers access to Owner's Manual Live, they will have 24/7 access to a team of super-friendly trained Experts ready to answer any vehicle-related question that can be found in their vehicle's owner's manual.



Our team of Experts can help your customer with any information about their vehicle  
**All Branded In Your Dealership's Name**

#### Which Button

releases the gas cap?

#### I Can't Open

the rear door from the inside.  
 How do I disable the child lock?

## Any Question Any Time!

#### What is the

symbol with the car  
 with the swerving lines?



#### Where Do I

fill up the washer fluid?

#### What Are the

steps to upload a trip into my GPS?

#### How Do I

sync up my Bluetooth?

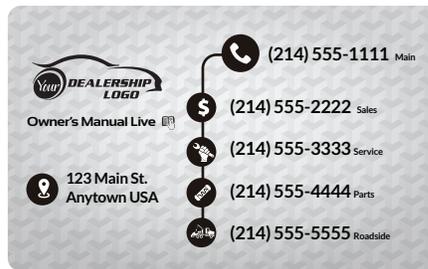
### Popular Topics Include:

- Features of the Vehicle
- Definitions of Faults
- Maintenance Recommendations
- Safety Information
- Programing Instructions
- Symbol Identification
- Scheduling Service
- Emergency Precautions
- Component Operation
- Tire Specifications
- Transfer to Other Departments
- Software Updates
- Bluetooth Assistance
- Recommended Fluids
- Roadside Assistance
- Recall Lookup

*...and anything else included in the vehicle's owner's manual!*

## How It Works

- 1 MyStar will send you a supply of custom branded cards to put in the glove box of your vehicles.



- 2 During the delivery of the vehicle, the customer is told:

...And don't worry Ms. Williams. If there is ever ANYTHING you need to know about your vehicle, simply call the toll free number on the card that I am putting in the glove box and our vehicle Experts will help with anything you need, even scheduling service appointments.



- 3 In order for us to recognize the customer when they call in, the customer information including Name, Phone Number(s) and VIN is pushed to MyStar via a data feed process after a sale is made.



- 4 When a customer calls the toll free number from a recognized phone number\*, we will greet the customer by name and brand your dealership.



Hello Mrs. Williams. Thank you for calling {Your Dealership Name} Owner's Manual Live. This is Amanda. How can I help you with your 2015 Honda Accord?



\*Customers that call from unrecognized numbers are added to our database so they are recognized the next time they call.

# Owner's Manual Live<sup>®</sup>



## Program Pricing

	LIFETIME OF THE CUSTOMER	LIFETIME OF THE VEHICLE
Lifetime support of the original owner(s) of the vehicle	✓	✓
If calling from a recognized number, the customer is greeted by name and brands the dealership	✓	✓
If calling from an unrecognized number, the customer is looked up and new phone is added to our database	✓	✓
If the vehicle is sold and the new owner calls, we collect the contact information, forward the caller to the dealer and then share the new owner's information with the dealer	✓	✓
Support includes live service appointment setting	✓	✓
Callers are notified about any open recalls when calling in and we suggest an appointment for repair	✓	✓
Unlimited supply of custom-branded cards to be placed in the glove box	✓	✓
Lifetime support of <u>ANY</u> owner(s) of the vehicle for a lifetime		✓
A private toll free number for the dealership		✓
Dealership branding regardless of whether the caller is recognized or not		✓
	<b>\$5.00</b>	<b>\$7.00</b>
	<b>PER VEHICLE</b>	<b>PER VEHICLE</b>

## Did You Know?



Studies show that new vehicle owners are much more likely to express dissatisfaction on CSI surveys if they experience frustration with operating the typical features now equipped on most modern vehicles.