

G E N E R A L M O T O R S
CANADA

Post COVID-19 – DEALERSHIP ACTION PLANS
Adjusting to the new normal



As our country slowly returns to some form of “normal” operations, it is important that your dealership is already preparing to take important steps in adjusting your various internal processes and external messaging to customers.

This playbook provided by the **GMCA Shift Digital Consulting Team** serves to assist you with suggestions on how to re-open your dealership in a new reality. It is our goal to work with you at every step to ensure that GMCA dealers put their “best foot forward” as we transition from being fully closed to slowly re-opening to full operations.

TABLE OF CONTENTS

- Dealership Operations
- Virtual Showroom & Website Messaging
- Customer Engagement
- Internal Process Shift
 - Lead Management
 - Virtual appointment
- Video Conferencing

DEALERSHIP OPERATIONS

Update online hours:

- ☐ By department on your website
- ☐ On Google My Business
- ☐ Email Address (you may have created temporary ones)
- ☐ On Voicemails
- ☐ On Social Medias

As a result of COVID-19 dealership operations have been modified with safety of customers and employees as the number one priority. We need to ensure that customers are aware of the health and safety measures being adopted in-store.

DEALERSHIP OPERATIONS

Google My Business (GMB):

1. If you marked your store "Temporarily Closed" you'll need to remove this in the 'Info' section
2. Update your Hours on your GMB page and additional department listings (If applicable)
3. Add your current offers to "Posts"
4. Build out Service & Parts departments under the main sales listing within the GMB
5. Update 'Services' to include or remove those you now offer.
I.e. Home delivery, pickup drop off, etc.
6. Add product sets
7. Optimize/add custom categories

Find help at: https://support.google.com/business/answer/9773423?p=covid_19

VIRTUAL SHOWROOM & WEBSITE MESSAGING

Align with the brand

- ☐ Utilize the tier 1 and 2 messaging to help your dealership align with your brand

Be all in

- ☐ Your customers are concerned and anxious. Strive to provide them with a “we are ALL here for you” feeling and reassurance
- ☐ The goal should be to make them feel safe

Consistently share across platforms

- ☐ Website, Facebook, Instagram, etc.
- ☐ Send out an email blast to all customers making them aware that you are now back open for sales and the sanitation steps you have taken to ensure their safety

VIRTUAL SHOWROOM & WEBSITE MESSAGING

Covid-19 specific messaging:

It's not too late to create customized website content

- Create videos of your cleaning process, now is the time to take them
 - Capture your owner or GM discussing customer appreciation
 - Highlight positive dealership activity by letting your customers know what you did to help the community through the COVID-19 pandemic
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- ☐ Does your broader staff "family" include any first responders?
 - ☐ Did your dealership or brand help feed first responders or hospital employees?
 - ☐ Did your dealership donate masks or your manufacturer make any safety supplies?
 - ☐ Did you shut down for a few weeks to make cleaning a priority?
 - ☐ What have you done to make your customers' safety a top priority?

VIRTUAL SHOWROOM & WEBSITE MESSAGING

COVID-19 CARE PLAN

Covid-19 specific messaging :

What do customers need to know at glance?

- ☐ Did operating hours change?
- ☐ Were there changes to your sales and service accessibility?
- ☐ How are you still able to meet their needs?

Optional message delivery:

- ☐ Informational pop-ups
- ☐ Homepage sliders
- ☐ Banners throughout website pages
- ☐ Call-to-Actions and links to content pages
- ☐ Add an FAQ page to inform consumers of operational or process changes along with sanitation protocols

The health, safety and well-being of our customers and staff are always a top priority of GM. COVID-19 raises concerns around the world, GM is monitoring information from Health Canada and Alberta Health Services. While Alberta Health Services continues to deem Alberta low risk, GM has several systems and policies in place, which we are reviewing on a regular basis, to ensure our customers, staff and community are healthy and safe.

YOU MAY BE WONDERING:

IS THERE ANY HEALTH RISK COMING TO THE DEALERSHIP?



- We use medical grade cleaners to wipe down all counters, door handles, chairs and stations several times daily
- We're ensuring diligence in cleaning high traffic areas
- We are encouraging frequent hand washing and use of hand sanitization stations

WHAT IF I AM UNABLE TO PICK UP THE VEHICLE I JUST PURCHASED?



- One of our friendly staff will deliver your New or Used vehicle to you

WHAT IF I AM UNABLE TO COME IN TO SHOP FOR A VEHICLE?



- Our digital showroom is available 24 hours, 7 days a week at [gm.com](#). All of our new and used vehicles are viewable online.
- Our expert sales staff are available to perform video chat/virtual walkthroughs with all vehicles
- Financing and Pre-approvals can be completed online or on the phone
- We have a dedicated staff to take your calls. They are ready to get you the information you need from the comfort of your home.

I NEED TO GET MY VEHICLE SERVICED. SHOULD I BE CONCERNED?



- We will wipe down all vehicles with medical grade cleaners prior to delivering it back to you
- All service advisors, appraisers and parts counters are wiped down after every customer interaction
- Cashier stations are wiped down several times a day
- Our courtesy shuttles are sanitized after every trip using provided sanitizer
- We only use disposable shop towels. Towels will not be re-used after each use

COVID-19 UPDATE

In response to the new Essential Service guidelines, **our Showroom will be open as of Monday May 4th by APPOINTMENT ONLY at 905-725-6501.**

Our digital Showroom is open 24/7. Our inventory is updated daily. Live Reception is open Monday to Friday 8AM - 5PM at 905-725-6501. Digital requests available anytime day or night. We are here to help.

Service will be open on a limited schedule for essential services Monday to Friday 8AM - 5PM and closed Saturday.

We've adopted the following to protect our staff and customers:



Marked the floor to indicate appropriate standing spots to maintain physical distancing



Increased the frequency for cleaning and disinfecting surfaces in the dealership



Shuttle vehicles have now been grounded to protect our drivers and customers

VIRTUAL SHOWROOM & WEBSITE MESSAGING

Best Practices

WE ARE HERE FOR YOU

You can see our statement on COVID-19 [here](#).

Hours (effective May 4, 2020): Open by appointment only 9AM - 4PM Monday to Friday. Contact us via our website, email, chat, or phone at (905) 668-3304.

No Contact Experience:

Want Vehicle Information?

You may have an immediate need for a vehicle due to a serious breakdown, perhaps an accident or just want to check one out. Our team wants to help you out!

1. Send a request through email, chat, or call us at (905) 668-3304 to request a personal YouTube video walk-around.

OR

2. Request a virtual appointment by completing [this form](#), or using any of the channels listed

Need Service?

1. Drop and Leave

- Book your service appointment [online](#) or call us at (905) 668-4044 ext. 610.
- For appointments scheduled during our open times, please pull up to the service reception doors where you will be greeted.

Vehicles may be dropped off outside business hours by utilizing our envelope drop off system which is located outside our Envirolube Lane entrance. Please complete the outside of the envelope (or use our express check-in service), put keys inside, deposit into the dropbox and park your vehicle in a customer parking spot. An advisor will contact you during open hours.

- The Nurse Team will sanitize the driver area and key fobs.
- Pay with your consultant remotely and arrange contactless pick-up.

OR

2. Pick up and Return

- We will offer local pick-up and return of your vehicle from your home as needed and requested. Please contact us at (905) 668-4044 ext. 610 for further information.

Please be advised, lounges and service shuttles are not available at this time. Although we can still perform oil changes, our lube lane is temporarily closed due to social distancing.

Measures we've actively taken include;

All Departments:

- Carter GM Burnaby has instituted the 6ft rule with all patrons, staff and guests to practice Social & Physical Distancing
- Hand sanitization stations made available throughout the dealership
- Public common areas and employee work surfaces are routinely sanitized (*including handrails, door handles, computers, phones and bathroom areas*)
- Employees observing social distance behaviours during their lunch and scheduled breaks
- Frequent germicidal scrubbing of public washrooms
- Sanitization of credit/debit transaction devices

Sales & Finance Departments:

- Unaccompanied vehicle test drives
- Full vehicle sanitization after each customer test drive

Service & Parts Departments:

- Sanitization of steering wheels, gear shifters and essential vehicle touchpoints of all customer vehicles
- Customer shuttle service vehicle sanitization
- Employees wear gloves and stationed behind protective plexiglass cashier shields

CUSTOMER ENGAGEMENT

Social Media Messaging:

- Update Health & Safety message and create a video featuring your Dealer principal, GM discussing the customer updates
- Cleaning protocol one pager to be updated on each of the social media platforms with a link to the dealer website
- Display positive customer reviews on social media
- Post all current offers and incentives for each profit center
- Highlight aged inventory that you need to sell
- Schedule/post about events you have planned in coming weeks or months
- Continue to showcase the way in which your dealership helped the community like free oil change for healthcare workers etc.



Okotoks Chevrolet Buick GMC

April 27 at 7:11 PM · 🌐

This is how we sanitize your vehicle as it arrives and when it leaves our dealership.



Hickman Chevrolet

May 11 at 3:26 PM · 🌐

Our showrooms may be closed to the public, but we have you covered with our Contactless Sales Model! 😊

Here's how it works:

🖥️🚗 - Browse our new or used inventory via our dealership website

👤👤 - Once you have found a vehicle that you're interested in, contact one of our salespersons. They will be happy to provide you additional photos, videos, and information about the vehicle

🎥 - ADDED BONUS! We will soon be offering fully immersive 360 degree videos in which you can virtually test drive a vehicle of your choice!

Get Started Today!

<https://www.hickmanchev.ca/>



Boyer Chevrolet Lindsay

May 1 at 3:18 PM · Lindsay · 🌐

A message from our General Manager, Joe Hotrum.

Starting Today, May 4th, our showrooms will be OPEN by appointment.

There has been many changes and updates from our government and Health Officials during these past few weeks. Together with their guidance, one thing has remained the same. We at Boyer Chevrolet are here for you, your vehicle, and your community.

Shop online 24/7 or book your appointment at www.boyerchevroletlindsay.com

Joe Hotrum

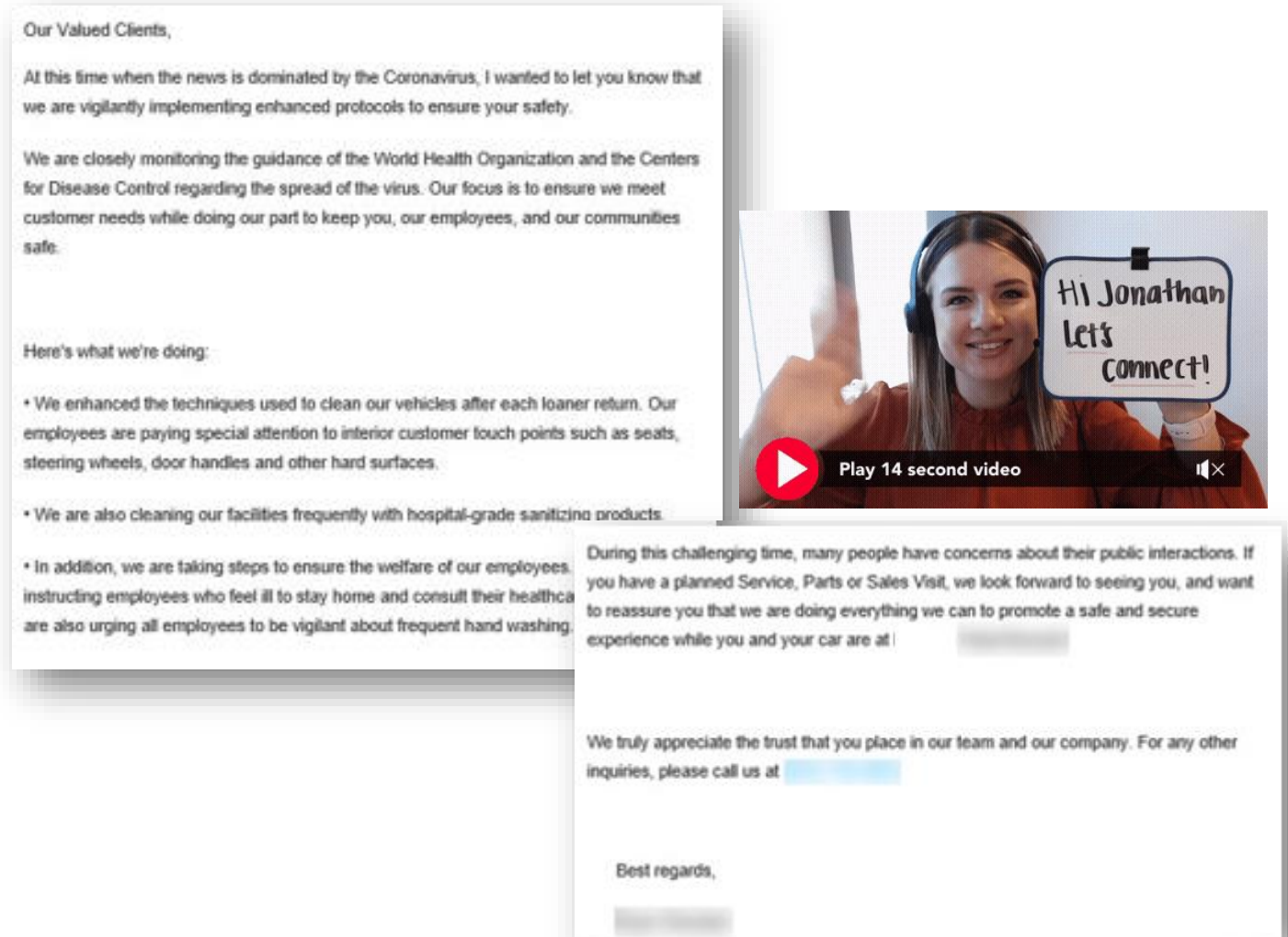
GENERAL MANAGER



CUSTOMER ENGAGEMENT

Email Messaging:

- Make sure to send a bulk email message out to your customers to inform them of your commitment to their safety and health as your business starts returning to normal.
- Be sure to include the processes you wish for customers to follow, how staff will handle their inquiries, where to find posted signage on those processes and in general, what they can expect from you.
- Add your zoom/skype id to your signature letting customers know about virtual touchpoint options.



INTERNAL PROCESS SHIFT

The 'new normal' post COVID-19 will require us to re-evaluate/modify some of the existing processes to adapt to the changing consumer sentiment

- ☐ **Walk-in enquiries** – How are we greeting/accepting new customers into the store?
- ☐ **Customer messaging** – Are we consistent with our messaging across platforms?
- ☐ **Service visit** – How does a service visit look ? How are we accepting/returning customer cars?
- ☐ **Test drive process** – How to modify the existing process keeping in mind health & safety guidelines?
- ☐ **Lead response** – Are we communicating in a way to set a customer's mind at ease and build trust at an early stage?

INTERNAL PROCESS SHIFT

Lead management:

- ❑ **First Quality response and follow-up emails**
 - Video responses for follow-up emails
 - Virtual walk-arounds of cars
 - Setting up video calls with the customer
- ❑ **Health and safety message** clearly describing the measures being taken to sanitize the facilities and other measures being taken in line with the government guidelines
- ❑ **Digital retailing solutions** for payment deposit, trade-in etc.
- ❑ **Digital sales etiquette**
 - Test your technology (laptop/phone camera, ear phones) before customer video calls
 - Personalization in the content
 - No disturbance during video calls with customers
- ❑ **Reputation Management** – Business ratings on Google, Facebook have never been more important

INTERNAL PROCESS SHIFT

Virtual Appointment Guide:

- ❑ Communicate method of appointment to your customer and what to expect
- ❑ Incorporate a virtual appointment into your process
 - Set-it up as an email and text template in your CRM
 - Identify who will host the video
- ❑ Know how to share your screen
 - Have necessary documents prepared / screens pulled up ready to share
 - Be ready to do a walk around or show the pre-recorded video
- ❑ Have your YouTube or social media pages queued with the videos you're planning to share
- ❑ Practice your meeting and flow
- ❑ Be early to your virtual appointment

Follow-up Example

Hello [Customer Name],

Thank you for inquiring about our [Year Model] on Saturday. You've selected a very nice one with the [package name]! With the current incentives this vehicle is being offered at [price].

Since you haven't had a chance to come in, may I suggest a virtual appointment? Here's how it works when we set that up:

- I will send you a video of the car – inside and out to view pre meeting.
- Then we can set-up a Zoom (or other free service) meeting that we book at a time right for you – I will send you a link just before the meeting.
- We can review some payment and lease options and you can decide what you want to do from there.

We could do that at 3:15 or 4:45 today. What would work better for you?

VIDEO CONFERENCING

Advantages :

- With the situation we live in, video conferencing will give an additional option for our customers to communicate without having to move.
- Participants are obliged to be more attentive to the conversation (versus phone call, email or SMS).
- This approach increases the productivity and the efficiency of the conversation.
- It strengthens the relationship between the advisor & the client. Conversations take place more naturally than during phone calls, because we emit visual signals when we are about to speak.
- It increases efficiency. Meetings are most effective when they have a beginning and end. 10-minute video call, while meetings in person are rarely scheduled for less than 30.



VIDEO CONFERENCING

Best Practices :

Set the stage

- Contact your attendee and coordinate an appropriate date.
- Check the presence and the mode / device they will use to attend the videoconference.
- Pre-test, pre-test, pre-test.
- Identify whether there will be sharing of documents or presentations and make sure you have the opportunity to present the documents properly
- Make sure the camera is at an ideal distance from you.



HOW CAN YOUR GMCA DIGITAL CONSULTANTS HELP?

Website Content:

- Your GMDC can help you update your website content; keeping it consistent with all platforms
 - Custom Page creation or content update
 - Creative Banner Creation
 - Hours Update
- Direct communication with website suppliers to resolve any open concerns; troubleshooting inventory & pricing concerns
- Quick turnaround time on requests



Contact your GMDC at:

Email: info@gmdealerdigital.ca

Phone : 1.800.655.2594

HOW CAN YOUR GMCA DIGITAL CONSULTANTS HELP?

Reporting:

- Your GMDC has direct access to your website reporting and can work with you to build a digital strategy that works.
- Talk through SEO/SEM tactics
- Provide insight on how to make your website more user friendly

Contact your GMDC at:

Email: info@gmdealerdigital.ca

Phone : 1.800.655.2594



G E N E R A L M O T O R S
CANADA

THANK YOU

