

### Customer Satisfaction

Customer Satisfaction will measure the overall Sales & Service experience to ensure Dealerships are doing what it takes to have engaged and loyal customers. The Customer Viewpoint (CVP) Snapshot and Follow-up surveys combine the latest trends in customer experience measurement and concern resolution with feedback from Dealers and customers. The result is a streamlined process for all customers who have an eligible Sales or Service event at a Ford Store. For more information on CVP Snapshot, please review the **CVP Business Rules and Metrics Guide** found on the CVP website.

The Combined Sales & Service Customer Experience Index will be used to determine the Dealership’s compliance to the standard. The Combined Sales & Service Customer Experience Index is calculated by averaging the Dealership’s Sales Customer Experience Index with the Dealership’s Service Customer Experience Index.

**Requirement**

Dealership must:

- Be in the top 75% of its assigned Customer Viewpoint (CVP) Group
- OR
- Have a 3-Month Combined Sales & Service Customer Experience Index of 86.00

Every month, a Combined Sales & Service Customer Experience Index Score will be calculated using a 3-month rolling average data. The first “Achievement” month of the program was October 2016, which used August, September and October 2016 survey returns.

There are the following differences between FCP scoring and CVP scoring:

- FCP scoring only includes Ford sales and service events.
- The FCP sales score only includes surveys for new Ford vehicle sales. (FCP does NOT include CPO surveys).
- FCP eligible service events include vehicles 5-years-old or newer and/or less than 75,000 miles.
- The FCP calculation is a 3-month calculation (or longer if you have less than 30 surveys in a 3 month time frame).

- The FCP calculation is based on the Sales Close Calendar (i.e. The month of December closed on January 3rd).
- The FCP appeals process is independent of the CVP appeals process.

If Dealer has less than 30 survey returns in a 3-month time frame, the Index Score will be based on the time period from the most recent 30 surveys (greater than 3 months) dating back to August 2, 2016.

**Minimum Survey Qualification**

If 30 or more surveys were gathered in the 3-month rolling period, that data will be used to calculate the Combined Sales & Service Customer Experience Index.

If less than 30 survey responses were gathered in the 3-month rolling period, surveys from the previous “Achievement” month(s) will be included until the required 30 responses are achieved.

For example, if only 23 returns were garnered in the November “Achievement” 3-month rolling period (including surveys received in September, October and November), the last seven surveys from the August “Achievement” month will be counted toward November compliance.

The Dealer’s survey counter began August 2, 2016. Surveys received during the Grace Period (April 11, 2016 – August 1, 2016) are not included in determining standard compliance.

**Diagram #5: Examples of Surveys Included in Performance “Snapshot”**

	August “Achievement” Month	September “Achievement” Month	October “Achievement” Month	November “Achievement” Month
Number of Surveys Received	10	10	10	10
Surveys Included in Snapshot	Auto	Auto	10 from October Achievement Month 10 from September “Achievement” Month 10 from August “Achievement” Month	10 from November Achievement Month 10 from October “Achievement” Month 10 from August “Achievement” Month

**Diagram #6: Examples of Surveys Included in Performance “Snapshot”**

	August “Achievement” Month	September “Achievement” Month	October “Achievement” Month	November “Achievement” Month
Number of Surveys Received	8	8	8	8
Surveys Included in Snapshot	Auto	Auto	Auto	8 from November “Achievement” Month 8 from October “Achievement” Month 8 from September “Achievement” Month 6 from August “Achievement” Month

\*AUTO Comply due to CVP Grace Period.

\*\* AUTO Comply until sufficient amount of surveys are collected.

In Diagram #6, during the November “Achievement” month, the Dealer received fewer than 30 surveys during the rolling 3-month period of November, October and September. Therefore, the six most recent surveys received in August will be applied to make up the needed 30 surveys.

**Sales & Service Survey Eligibility**

The FCP is focused on increasing the customer experience of our Ford customers. The following surveys are used in determining the Combined Sales & Service:

Customer Experience Index:

**Sales Events**

- New, Retail, Ford vehicle sales

**Service Events**

- Ford Service events within a vehicle age of 5 years or 75,000 miles:
  - Repair events (Warranty, Recall, ONP, Retail Repair, ESP)
  - Maintenance events
  - Quick Lane events (onsite and offsite)

Survey invitation selection criteria are based on the rules established in the **CVP Business Rules and Metrics guide**.

*Combined Sales & Service Customer Experience Index Survey Questions*

The Combined Sales & Service Customer Experience Index survey questions which are used to gauge Dealer achievement are:

**Diagram #7: CEI Questions**

	Sales	Service
<b>4 Index Process Questions</b>	Your Salesperson overall	Your Service Advisor overall
	Your overall experience financing/leasing or paying for your new vehicle	Overall quality of work performed
	Your overall experience taking delivery of your new vehicle	Overall process of picking up your vehicle
	Following through on commitments made to you	Following through on commitments made to you
	I love being a (Dealership name) customer	I love being a (Dealership name) customer
	I’m always telling others about my great experiences at my Dealership	I’m always telling others about my great experiences at my Dealership

The Combined Sales & Service Customer Experience Index displayed on the FCP website will reflect surveys in the Final Disposition status. For example,

If the customer responds to the CVP Snapshot and the responses to the four Index Process Questions are Excellent, Very Good or Good:

- CVP Snapshot will post to the FCP website and be included in the scores.

If the customer responds to the CVP Snapshot and the responses to ANY of the four Index Process Questions are Fair or Poor:

- Dealer will receive a Snapshot Alert, and the survey will not be included in the scores on the FCP website. These CVP Snapshot surveys will be on the Snapshot Alert Summary Report within the CVP website for Dealership customer concern resolution handling. Ten days after the Snapshot Alert, the CVP Follow-up survey will be sent to the customer.

If the customer responds to the CVP Follow-up:

- The response to the Satisfaction with Concern Resolution question will replace any of the four Index Process Questions that the customer rated Fair or Poor. There will be no change to Index Process Question responses that were Excellent, Very Good or Good. The updated score will be posted to the FCP website.

If the customer does not respond to CVP Follow-up within 30 days of the invitation:

- The original CVP Snapshot responses will be posted to the FCP website.

**Net Promoter Calculation**

Consistent with the CVP process, individual question scores are calculated by averaging the question responses. Excellent (100 points), Very Good (75 points), Good (0 points), Fair (-75 points), and Poor (-100 points) responses are added together and divided by the total number of survey returns to obtain the question score. This scoring applies to all survey questions having five response options.

The six questions that make up the Combined Sales & Service Customer Experience Index Survey are scored using this Net Promoter calculation.

*NOTE: Dealers should not use the CVP data displayed on the FCP website to track their standings for other Dealership contests & incentives that use CVP metrics as qualifiers (President's Award, etc). The CVP score on the FCP website is used solely for determining compliance to the FCP standard.*

**Ford Dealer CVP Groups**

Ford Dealer CVP Groups are sales volume-based groups at the Regional Level. There are three groupings for each Region based on Sales Volume. Dealerships are ranked from highest to lowest based on their two-year average sales and placed in the Large, Medium or Small Group as follows:

CVP Comparison Groups	
Large	Dealers making up 45% of the Regional Volume
Medium	Dealers making up 35% of the Regional Volume
Small	Dealers making up 20% of the Regional Volume

*CVP Groups are updated by CVP HQ if a Dealership is terminated as well as at the beginning of each calendar year (except 2017).*

*\*Note: Due to smaller Regional volumes, Miami, Phoenix and San Francisco Region dealerships are split into two groups that represent 80% and 20% of the Regional volume.*

**Ford Truck Center CVP Groups**

All Truck Centers in the nation are in one CVP group to provide these dealers with a comparison group that more closely reflects their unique business operations and customers.

**Data Transmission**

The transmission of accurate data is a shared responsibility between the Dealer and their Dealer Services Provider. Please ensure a process is in place to actively monitor the flow of data at your dealership. Below are links to a few ways to proactively monitor how your customer pay repair data is being received by Ford:

- View Retail ROs on FCSO Dashboard: [https://www.fmcdealer.dealerconnection.com/sites/ford\\_lm/parts\\_service/mgrp/fcsddd/Pages/fcsddd.aspx](https://www.fmcdealer.dealerconnection.com/sites/ford_lm/parts_service/mgrp/fcsddd/Pages/fcsddd.aspx) (Service Metrics/# of Retail ROS-React)
- Monitor CVP Website Survey Invitation, Response and Undeliverable trends: [www.fordcvp.dealerconnection.com](http://www.fordcvp.dealerconnection.com) (Process Metrics/Response Summary Report)

If the further assistance is needed, contact the eReact Help Desk for assistance via Dealers Ask Ford located on [FMCDealer.com/Help](http://FMCDealer.com/Help) Contact Us.

*NOTE: CVP questions used to measure Customer Satisfaction may be modified or changed at the discretion of the Company. Any and all changes will be communicated to the Dealers and may be followed by a Grace Period on new additions.*