



TO: All Regions, SNE, SDC

FROM: Subaru of America Marketing Dept.

DATE: June 16, 2014

SUBJECT: Care Connect Service Reminder Enhancement

CATEGORY: Parts/Service

\*\*\*\*\*

Dear Subaru Retailer,

At the request of a number of Subaru retailers, **Care Connect now offers the ability to look up a specific vehicle in the Care Connect system and change the service interval for that particular vehicle**, regardless of your default maintenance interval (factory or severe) chosen at the time of Care Connect setup. This will change the timing of the Scheduled Maintenance reminder communications for that specific vehicle. This new feature allows you to switch any vehicle between the severe timing and factory timing with just a few simple steps. [Click here](#) or go to Fixed Ops-Marketing/Care Connect/Resources for more information.

Thank you.



## Enabling/Disabling Severe Service Plan by VIN

---

### Overview

The Care Connect program offers Subaru retailers two maintenance intervals for determining when a customer should be notified that their vehicle needs scheduled maintenance services. These maintenance intervals are referred to as "Normal" (factory) and "Severe", and you selected one interval to use during the initial Care Connect setup:

- Normal Maintenance Intervals: contact customers at every 7500 miles (6000 miles for MY15)
- Severe Maintenance Intervals: contact customers every 3750 miles (3000 miles for MY15).

*However, all customers that drive synthetic oil vehicles are notified using the Normal Maintenance Interval timing, even if you selected the Severe Maintenance Interval as your default. This was put into place for customer satisfaction reasons related to the cost of ownership.*

At the request of a number of Subaru retailers, **Care Connect now offers the ability to look up a specific vehicle in the Care Connect system and change the service interval for that particular vehicle**, regardless of your default maintenance interval. This will change the timing of the Scheduled Maintenance communications for that specific vehicle only. This new feature allows you to switch any vehicle between the severe timing and the normal timing (in just a few easy steps).

If a customer fits the severe criteria for their year and model and you are using Normal intervals (or the customer is driving a synthetic oil equipped vehicle), then you may want to switch them to the Severe interval.

Before this feature can be used, though, you must ensure that you have configured Scheduled Maintenance coupons for both interval types. Your Care Connect Account Manager (CCAM) knows your current interval settings and will be glad to walk your service team through the process outlined below to develop any necessary new coupon offers and to change individual vehicle settings.

The following chart shows how the Scheduled Maintenance communication intervals can be changed:

#### MY14 and older

Dealer	Plans	Conventional	Synthetic
Normal	every 7500 miles, retailer can change to 3750 VIN-by-VIN	every 7500 miles, retailer can change to 3750 VIN-by-VIN	every 7500 miles, retailer can change to 3750 VIN-by-VIN
Severe	3750 recurring, retailer can change to 7500 VIN-by-VIN	every 7500 miles, retailer can change to 3750 VIN-by-VIN	every 7500 miles, retailer can change to 3750 VIN-by-VIN

#### MY15 and ongoing

Dealer	Plans	Conventional	Synthetic
Normal	every 6000 miles, retailer can change to 3000 VIN-by-VIN	every 6000 miles, retailer can change to 3000 VIN-by-VIN	every 6000 miles, retailer can change to 3000 VIN-by-VIN
Severe	3000 recurring, retailer can change to 6000 VIN-by-VIN	every 6000 miles, retailer can change to 3000 VIN-by-VIN	every 6000 miles, retailer can change to 3000 VIN-by-VIN

## Instructions

1. Search for customer or VIN:

The screenshot shows the Subaru CARE CONNECT software interface. At the top, there's a navigation bar with links for Subaru Home, Support, and Settings. Below the navigation bar is a header with the 'SUBARU CARE CONNECT' logo. The main area is divided into four sections: 'Fixed Operations' (with icons for wrench and screwdriver), 'Sales' (with a dollar sign icon), 'Market Driver' (with a person icon), and 'Reports' (with a bar chart icon). The 'Reports' section contains several links: Email Activity, Owner Touch Key Metrics, Market Driver Key Metrics, Response Rates by Service Segment, No Contact, Email Collection, Customer Responses, Opt-Out Trends, Dealer Communication Summary, Dealer Scorecard, Group Dashboard, and Customer Search. The 'Customer Search' link is highlighted with a red box.

2. Locate vehicle record on the customer page
3. Click the “Use Severe Plan” link to enable/disable severe plans

Vehicles

**2014 Subaru Forester 2.5i**

Inserted: 1/27/14 9:19 AM EST	Loop ID: 600c51e6-58a8-43a2-9d0d-768ca4d5b5cf
Updated: 3/27/14 8:11 PM EDT	Vin: JF2SJACC9EG450487
Last Action: 1/25/14 12:00 AM EST	Stock #: 14577
Source: /	Currently Owned: <a href="#">Yes</a> (click to change)
	Mileage: 368

Subaru Vehicle Information

AOR Dealership: 2536	Assigned Sales: True	Is Lost: False
Sales Dealership: 2915	Assigned Service: True	Is Loyal: True
Service Dealership: 2915		Is New: False
Last Service Date: 2/3/2014 5:47:03 PM		Is Prospect: False
		Use Severe Plan: <a href="#">No</a> (click to change)