FREQUENTLY ASKED CADILLAC CSI QUESTIONS & ANSWERS

OVERVIEW OF CADILLAC CSI (Customer Satisfaction Information)

Q. Will my Cadillac scores be used as qualifiers in any incentive programs?
A. Yes. Details as to how Cadillac scores are used are outlined in the Project Pinnacle Program Guide.

Q. Will a change in ownership of a dealership affect Cadillac reporting information?
A. Yes. Cadillac reporting information will not be transferred to the new dealer.

Q. If an employee changes dealerships, will his or her data be transferred to the new dealership?
A. No. The employee will “start fresh” at the new dealership. However, his or her data will continue to be reported as a part of the previous dealership’s history.

WHO IS ELIGIBLE TO RECEIVE CADILLAC CSI SURVEYS?

Q. What causes a CSI survey to be emailed?
A. The following sales event types will trigger a PDS survey (Purchase & Delivery Satisfaction):
   - New Retail *
   - Certified Pre-Owned
   - Courtesy Transportation*
   - Retail Business

   *Note: of the above sales event types, only New Retail and Courtesy Transportation surveys included in the Project Pinnacle CSI Program.

The following service event types will trigger a Service Satisfaction Survey (SSS):
   - Customer Pay*
   - Warranty*
   - Used*
   - Field Action Compliance*
   - Policy
   - Retail Business

   *Note: of the above service event types, only Customer Pay, Warranty, Used and Field Action Compliance surveys are included in the Project Pinnacle CSI.

Beginning in January 2017, for customer pay events, we survey current model year plus seven. Prior to January 2017, there were no model year limits.

Revised 1/2017
For warranty events, following are the eligible model years:

<table>
<thead>
<tr>
<th>Calendar Year</th>
<th>Oldest Eligible Model Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>2011</td>
</tr>
<tr>
<td>2017</td>
<td>2012</td>
</tr>
<tr>
<td>2018</td>
<td>2013</td>
</tr>
</tbody>
</table>

Q. From what email address will a customer receive their email survey invitation/reminder? What will the customer see in the subject line?
A. The email address, "From" text, and "Subject" text are as follows:

- Email address: Cadillac@maritzcx.com
- "From" text: Cadillac Customer Care
- PDS Invitation "Subject" text: About Your Recent Cadillac Purchase Experience
- SSS Invitation "Subject" text: About Your Recent Cadillac Service Visit
- PDS Reminder "Subject" text: Reminder About Your Recent Cadillac Purchase Experience
- SSS Reminder "Subject" text: Reminder About Your Recent Cadillac Service Experience

Q. How are email addresses obtained for the Cadillac survey process?
A. Cadillac uses various GM sources to obtain email addresses for use in sending email invitations and reminders to customers. Some of these sources include Customer Delivery Reporting (CDR) records and OnStar Enrollment email addresses, as well as the various avenues GM’s Customer Relationship Management (CRM) department employs to obtain email addresses for our customers. If at any time a customer would like to update their contact information, the customer may call their Cadillac Customer Assistance Center or log in to their GM Owner Center account online.

Q. Where can I find a copy of the PDS and SSS Surveys and email invitations?
A. The copies of the PDS and SSS Surveys and email invitations will be under the HELP button at the top of the Cadillac CSI Reporting site. The HELP button on the reporting site can be accessed as follows:

1) Go to Global Connect and click on the Customer Satisfaction Information link
2) Click on the Cadillac button
3) Click on the HELP button

**Q. Are customers without email addresses eligible to be surveyed?**
**A.** No, we will only survey 100% of the *eligible* events where a valid email address exists.

**Q. How can I ensure customers have a valid email address to receive a survey?**
**A.** GM uses the Customer Deliver Reporting (CDR) system as a source for valid customer email addresses. Entering a valid email address for the customer in the “Delivers Vehicle” module within Global Connect, at the time of delivery, will update the CDR system and help ensure the customer receives a survey.
Q. Are reminders sent to customers?
A. We send email reminders to customers who received email invitations five days after the original email was sent. While we attempt to send email reminders only to customers who have not yet completed the survey, some customers may complete the survey in the time between reminder file creation and delivery. Each reminder includes verbiage that thanks the customer if they have already completed the survey.

Q. Are lease customers surveyed?
A. Yes

Q. Are Dealership employees surveyed?
A. Dealership employees are not intended to be included in the Cadillac survey process.

Q. Are GM employees (GM employee discount) surveyed?
A. Yes. They are eligible for both the purchase and service Cadillac surveys.

Q. Are companies and businesses included in the survey process?
A. In an effort to understand the experiences of more of our customers, Cadillac surveys Retail Business owners for both sales and service. These responses will not be included in the Project Pinnacle CSI scores.

Q. Are people who are not the original owners of a vehicle eligible for CSI service surveys?
A. Yes, the process includes second (or subsequent) owners. These responses are not included in the Project Pinnacle CSI scores.

Q. Are Certified Pre-Owned (CPO) vehicles included in the survey process?
A. CPO sales are included in the CSI sales process. Responses, however are not included in the Project Pinnacle CSI scores. CPO responses are also not displayed on the Pinnacle reporting site.
Q. Are cross-line warranty customers surveyed?
A. Yes, Cross-Line warranty customers (Buick, Chevrolet, and GMC) are surveyed if they visit a Cadillac dealership. Those cross-line customers will receive a Cadillac branded survey but will not be included in any scores used for the Project Pinnacle CSI.

Note: If a Cadillac customer visits a non-Cadillac dealership, that person will receive a CSI Global survey and will not be scored for the Project Pinnacle CSI.

CSI SURVEYS

Q. How quickly will a customer be emailed a survey after he or she has purchased a new vehicle or had a vehicle serviced?
A. To a great extent, the promptness with which a customer receives a survey depends on how quickly the dealer reports the event. Surveys are emailed approximately 6 to 21 days after an event is reported or a warranty claim is paid. The time lapse provides dealers an opportunity to follow-up with customers within a week of the event, and it allows time for all information needed to support the CSI process to flow through the GM systems. The time lapse also allows customers time to experience their vehicle after a sales or service event.

Q. If a customer starts an online survey, but cannot finish it at that time, can they come back to it later?
A. On average, both the sales and service survey take about seven minutes each to complete, so the vast majority of customers complete the survey by accessing the web site one time. If a customer does get called away, however, they can come back to the survey when it is more convenient. Their progress and previously entered responses are saved so the next time they log in they are taken directly to the point at which they left off.

Q. What does Cadillac consider “interference” in the survey process?
A. As stated in the GM Service Policies and Procedures Manual:
CSI surveys are emailed to retail owners based on new vehicle delivery reporting or warranty claim submissions*. Customers are to complete the surveys independent of dealer/dealership personnel participation. An important element of the CSI process is the timely return of all surveys with customer comments. Dealers are encouraged to follow-up and resolve customer concerns. Dealers/retailers are not to:
- Bias or attempt to influence customer responses to the Cadillac surveys.
- Assist customers in completing surveys.
- Discourage customers from responding to the surveys.
- Offer or provide free gifts or services to customers as direct incentives for completing surveys.
- Ask the customer to either forward the email invitation to dealership personnel or provide dealership personnel with their survey site login credentials.
- Invite customers to complete their CSI Survey online at a dealership computer.
- In addition, dealership personnel should not “coach” or suggest customers give certain scores on the surveys.

*or Customer Pay

Q. What if a question in the survey is not answered?

Revised 1/2017
A. That question is not counted or included in the data. All other questions answered on the survey are reported. However, if the question is part of the blended questions, then the weighting may change within those questions. Refer to “What is Blended Scoring” below for more information.

CSI SCORING AND REPORTING

Q. How often do the scores update on the Cadillac CSI reporting site?
A. Scores are updated daily. We receive customer responses on the Customer Daily Updates page “real time”. If a customer submits a survey, their responses to their survey are available within a few minutes. Their responses will not be included in scoring until the following day.

Q. What is the report cut-off and release schedule for the current year?
A. See the chart below for the current cut-off and release schedule.

<table>
<thead>
<tr>
<th>QUARTER</th>
<th>RECORDS RECEIVED FROM DATE</th>
<th>RECORDS RECEIVED TO DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 2016</td>
<td>October 1, 2016</td>
<td>December 31, 2016</td>
</tr>
<tr>
<td>1 2017</td>
<td>January 1, 2017</td>
<td>March 31, 2017</td>
</tr>
<tr>
<td>2 2017</td>
<td>April 1, 2017</td>
<td>June 30, 2017</td>
</tr>
<tr>
<td>3 2017</td>
<td>July 1, 2017</td>
<td>September 30, 2017</td>
</tr>
<tr>
<td>4 2017</td>
<td>October 1, 2017</td>
<td>December 31, 2017</td>
</tr>
</tbody>
</table>

Q. How soon must customers return surveys to be included in CSI scores?
A. Questionnaires returned within 30 days of emailing are included in scores. (Submission of online returns is by 11:59:59 p.m. Central Time of the last day of the quarter).

Q. What is Blended Scoring?
A. The PDS and SSS Cadillac Blended Scores provide a metric for tracking several combined components of customers’ satisfaction with their dealership experience. Nine CSI questions from the PDS survey are combined to create the PDS blended metric index. Thirteen questions from the SSS survey are combined to create the SSS blended metric index. Each of the questions in the blended metrics have specific weights when they are combined to create a blended score.

PDS blended metric scoring rules:
- For the sales survey there are 9 questions that are used to score the metric and 4 categories. If any category does not have at least one question answered, then the entire survey is excluded from the metric. In these rare instances it would not be possible for the dealership to receive 100.00 on the survey.
- If one or more of the weighted questions is not answered in one of the categories, then the weight of the missing question(s) will be redistributed equally with the remaining question(s) that were answered.
- Sales event types included in this blended metric calculation are New Retail and Courtesy Transportation.
- 5% Mulligans only apply to the dealer level blended metric (not the employee blended metric)
# PDS weights by category and question:

<table>
<thead>
<tr>
<th>Q#</th>
<th>22%</th>
<th>FACILITY - Group 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11%</td>
<td>The cleanliness and appearance of the dealership facilities?</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
<td>The organization and ease of access to the dealership's inventory?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>24%</th>
<th>SALES CONSULTANT - Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>30%</th>
<th>WORKING OUT THE DEAL - Group 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15%</td>
</tr>
<tr>
<td>6</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>24%</th>
<th>DELIVERY PROCESS AND FOLLOW-UP - Group 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>8%</td>
</tr>
<tr>
<td>8</td>
<td>8%</td>
</tr>
<tr>
<td>9</td>
<td>8%</td>
</tr>
</tbody>
</table>

*If the customer said they did not need an explanation on vehicle features on Q7, the employee and dealership will be given the full weight of 8% for this question.

## SSS scoring rules:
- The SSS survey contains 13 questions that are used to score the SSS blended Index score and 5 categories.
- Each category must contain at least one answered question. If any category does not have at least one question answered, then the entire survey is excluded from the metric. In these rare instances it would not be possible for the dealership to receive 100.00 on the survey.
- If one or more of the weighted questions is not answered in one of the categories, then the weight of the missing question/s will be redistributed equally with the remaining question/s that were answered.
- Service event types included in this blended metric calculation are Warranty, Customer Pay, Used and Field Action Compliance (see eligible model year information in “What causes a CSI survey to be emailed” section)
- 5% Mulligans only apply to the dealer level blended metric (not the employee blended metric)
SSS weights by category and question:

<table>
<thead>
<tr>
<th>Question</th>
<th>18%</th>
<th>SERVICE INITIATION - Group 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9%</td>
<td>Did you make an appointment either online or by calling the dealership?</td>
</tr>
<tr>
<td>2</td>
<td>9%</td>
<td>Timeliness of getting your vehicle in for service?</td>
</tr>
</tbody>
</table>

*If the customer indicated that they did not make an appointment, the customer will not see Q1, but the full weight of 9% will be given to Q1. If Q2 was not answered, then the full weight of Q2 should be given to Q1, unless the customer did not see Q1 because they didn’t make an appointment. In this case there would not be a score for this category.

<table>
<thead>
<tr>
<th>Question</th>
<th>21%</th>
<th>SERVICE ADVISOR - Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>7%</td>
<td>Reviewed required maintenance schedule with you?</td>
</tr>
<tr>
<td>4</td>
<td>7%</td>
<td>Explanation of the multi-point vehicle inspection?</td>
</tr>
<tr>
<td>5</td>
<td>7%</td>
<td>Explanation of the work performed on your vehicle?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>16%</th>
<th>SERVICE FACILITY - Group 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>8%</td>
<td>Cleanliness &amp; appearance of the dealership facilities?</td>
</tr>
<tr>
<td>7</td>
<td>8%</td>
<td>Amenities offered at the dealership?</td>
</tr>
</tbody>
</table>

** If a customer stated that they did not visit the dealership while having their vehicle serviced, the employee and dealership will receive full weight of 8% on both Q6 and Q7 and full credit for the Service Facility category.

*** A response of “NA” for Q7 redistributes the weight to Q6. If the customer responded that they did visit the dealership, but they did not answer Q6 or Q7, then there would not be a score for this category.

<table>
<thead>
<tr>
<th>Question</th>
<th>24%</th>
<th>VEHICLE RETURN PROCESS - Group 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>8%</td>
<td>That the dealership respected your time throughout your service experience?</td>
</tr>
<tr>
<td>9</td>
<td>8%</td>
<td>With the fairness of the charges?</td>
</tr>
<tr>
<td>10</td>
<td>8%</td>
<td>With the cleanliness of the vehicle when it was returned to you?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>21%</th>
<th>SERVICE QUALITY - Group 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>7%</td>
<td>With the work performed on your vehicle?</td>
</tr>
<tr>
<td>12</td>
<td>7%</td>
<td>Vehicle was fixed right on this service visit?</td>
</tr>
<tr>
<td>13</td>
<td>7%</td>
<td>Contacted by the dealership to determine your satisfaction with the service experience?</td>
</tr>
</tbody>
</table>

**What are Mulligans?**

A dealership’s lowest 5% of customer returns are removed from the PDS and SSS blended metric scores. We refer to the removal of a dealership’s lowest scores as a “mulligan” from the colloquial golf term meaning the stroke doesn’t count in a player’s score. Mulligans are processed every day, so one day a record could be considered a mulligan and then the next day that same record could be calculated in the blended metric because a lower scored return came in.

Every dealer will receive at least one Mulligan, unless the dealership has only one valid survey (event types for scoring).

Revised 1/2017
Q. What does it mean when an employee is listed by a four-digit numeric indicator and the phrase “Name not on File?”
A. “Name not on File” means that Cadillac has received a record or records associated with a particular identifier, but we do not have an employee name with which to match the identifier. The cause is often that a Social Security Number (SSN) was submitted with the record instead of GMIN. These records are therefore attributed to a specific employee, but there is no name to display with the identifier. As long as GMIN was submitted with the sales or service records (as opposed to SSN or some other number) and the GMIN has been properly obtained, as soon as we receive the employee name through our regular update process “Name not on File” will be replaced with the employee name. Another issue might be that the employee name is not entered exactly the same way in the dealer DMS, in GM Training, and in Global Connect. These three places should be checked for accuracy and consistency. The responses from these surveys are included in the dealer’s scores.

Q. How can data be merged for an employee who has some returns correctly displayed with their name and last four digits of their GMIN and some returns displayed with a different four-digit numeric indicator and the phrase “Name not on File?”
A. As above, “Name not on File” means that Cadillac has received a record(s) associated with a numeric identifier, but we do not have an employee name with which to match the identifier. The cause is often that a Social Security Number (SSN) was submitted with the record(s) instead of GMIN. GMIN should be used as the employee identifier when submitting all purchase and service records. Global Warranty and CDR require GMIN, and CSI does not receive employee SSN information and therefore is unable to match a name when SSN is used as an employee identifier. If a dealer finds that they have been using SSN for one or more employees, that they have used SSN for some records and GMIN for others, or that some other incorrect number has been used, the first step is to begin using GMIN when submitting all purchase and service records. The next step is for the dealership to email the Cadillac Dealership Help Center at Cadillac@maritzcx.com to request a merge. When calling, please be prepared to provide the last four digits of the SSN or other incorrect number, the full nine digits of the GMIN, the employee name, employee type, and BAC. Once the merge is completed, it will be reflected in Cadillac Daily Updates page one business day after completion. Please note, if the merge is completed after cut-off for the Quarter, report launch, we do not go back and rescore.

Whether the incorrect identifier was a SSN or another number, it is very important that the correct GMIN be used going forward, or the “Name not on File” problem will recur.

The dealership does not need to contact the Dealer Communication Center in the case of an employee who has one GMIN and obtains another GMIN and has CSI records associated with both numbers. CSI receives a feed of GMIN to GMIN merges and applies them via an automated process.

For other questions regarding GMIN, please contact the Global Connect Help Desk.

Q. What does it mean when records are associated to an identifier of “2222” and the phrase “Missing Employee?”
A. “Missing Employee” is used when we receive one or more records without an employee identifier, all 9’s or 0’s, or with an incomplete employee identifier. When this is the case it is not possible to attribute the record with a specific employee. The responses from these surveys are included in the dealer’s scores, but not the scores for a specific employee.

Q. What happens when there are multiple technicians on the same repair order?
Revised 1/2017
A. The data will be included in the dealer’s score, but not assigned to a specific technician.

Q. Why does the word “RESTRICTED” appear in place of some customer’s names?
A. These customers responded “No” to the question “May we include your name when providing this survey information to your dealership?” It is standard research practice to allow respondents to remain anonymous, and their requests must be honored. By declining to include their name with their responses, the customer is accepting that the dealership will not be able to respond to them directly. These surveys are included in the dealer’s score.

CSI REQUESTS

Q. Can a customer get a replacement for a lost online user ID and password?
A. No, if a customer claims that he/she did not receive a Cadillac survey or lost their online ID and password, the survey cannot be replaced.

Q. I am concerned about the number of survey returns for my dealership. Can I find out whether specific customers have been sent surveys?
A. In general, due to privacy concerns, it is Cadillac policy to not audit individual survey activity. The Cadillac survey process is a census of ELIGIBLE customers; not every customer is eligible to receive a CSI survey. We routinely test our processes and have stringent verification and quality control procedures built into every step to ensure that the study is conducted in an accurate and efficient manner.

Q. Is it possible to block a Cadillac survey from being sent, or to cancel a Cadillac survey that has been returned?
A. It is possible to block or cancel a Cadillac survey for a very limited number of reasons. These reasons include:
   1) Customer returning the survey did not own the vehicle at the time of the survey.
   2) Vehicle is currently in the process of a GM Buyback, Trade Assist, Lemon Law action, litigation or other similar proceeding or same has already taken place.
   3) Vehicle has been moved to another dealer for repairs at GM’s request.
   4) Vehicle was determined to be “Used”.

If you believe an event meets one of these criteria you should submit your request to your Zone Manager. He or she will provide you with a form to use to detail your request. You will need to fill out the form completely, include all appropriate documentation, and return to your Zone Manager. We highly encourage dealership and field personnel to submit cancellation requests as quickly as possible. A record must meet one of the above criteria to be considered for block or cancellation.

Q. Where can I see my Cadillac Dealership Blended Metric Indices?
A. These metrics are viewable on the Cadillac CSI website and will be on the Dealership Performance page.
Q. How do I determine which survey is/are the current Mulligan(s) for our Cadillac Blended Metric QTD average or for previous Cadillac quarters?
A. On the Cadillac CSI website, hover over “Performance” and select the Performance page. On that page you are able to look at the Cadillac responses that are contributing to your current Cadillac QTD Blended Metric average. At the bottom of the page, your Mulligan(s) is/are highlighted in red. This information is updated daily. You can see this information for previous Cadillac quarters by using the Time Period drop-down at the top of the page.

Q. Where can I see my Employee Level Blended Metrics?
A. These metrics are available on the Employee tab. The following reports began displaying the week of 11/21/16:
   - PDS Consultant Full Detail
   - SSS Consultant Full Detail
   - Service Technician Full Detail