

## Parts Counter Job Aid

### Benefits of My Rewards in the Parts and Service Department

- Members of the My Rewards program are buying more and spending more on GM products and services than non-Members
- Approximately 95% of points earned are used back at the dealerships and 98% of Members return to use their points at the original dealership they purchased from
- “For two minutes of your time, I can help you save \$10 on your next service repair or parts purchase by enrolling and completing your profile.”
- Changes to the Parts Ticket documentation will eliminate the need to open a Repair Order for Members to earn and redeem points on a Parts Ticket
- National Retail Plan- Certified Service My Rewards promotions will be included in NRP communications to your customers
  - Periodic Certified Service My Rewards Promotions- For example, the Quarter 2 Bonus 2,000 points on service events and May Father’s Day Accessories Promotion
- 68% of redemptions are on Accessories
- Make a chart of how many points each Part or Accessory costs or how many points will be earned with a purchase of popular parts- i.e. “Earn 2,500 points on the purchase of floormats today!”
- Another way to say, “Thank you for your business!”

# My GM Rewards Loyalty Program

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### Documentation Needs on Parts Tickets to Initiate Point Earn

For Members to earn and redeem on Parts tickets from your dealership, the correct Member information must be completed on the Parts ticket. This information is sent nightly from your DMS through the dealer data share. This is how My Rewards matches Member information.

Previously, parts personnel were required to open a Repair Order for any retail Parts or Accessories purchases for Members to earn and redeem points on those purchases. These changes will eliminate the need for a Repair Order on over the counter Retail Parts Purchases.

**Member name, street address, and member email address** (when field is available through DMS) must match the information in their My Rewards account for points to be awarded automatically on a Retail Parts Counter Ticket.

Please note, Members will not receive points on Wholesale Parts tickets.

Below is an example of CDK DMS and which line items are required to match a Parts Ticket to a Member Account.

Parts/ESGM - Create/Modify Parts Invoice - 207.187.51.161 - CDK Drive

Messages Parts/ESGM x

File Desktops Favorites Help

Launch Search Back Forward Refresh

Go To Tab

Create/Modify Parts... Parts Charges For Repai... PO Smart Desk Dealer World https://dealer.autopartne...

Invoice (I) uTil exit

INVOICING (I)

Number: 105082

Name: TOM CUSTOMER

Addr:

C/S/Z:

Phone:

Emp: 2269

Via:

Tracking:

Zone:

Sale Type: CASH

Price Code: 1

Salesperson:

B/L:

PO:

Parts: 32.25

Fees: 0.00

Freight: 0.00

Tax: 1.77

Total: 34.02

Backorder: 0.00

Primary	Order	Price	Additional	Local Locate				
CLASS	PART-NO.	DESC	O.H.	BIN	LIST	PRICE6	Q.S.	SALE
1836	19210336	(S) FILTER	11	303	5.30	5.30	1	5.30
3410	15278634	(S) ELEMEN	10	300	26.95	26.95	1	26.95

<Expanded>

Page 1 of 1 2 parts

PART NO.

Enter a part number, or multiple part numbers separated by spaces

F1-Help F3-Save F4-Cancel F9-Veh/Cust Dtl F10-CPO SF11->

thausen (Terry Hauser) ESGM-I 2/0

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### CORRECT PARTS TICKET ACCOUNTING

Member name, street address,  
and email- points will award!

#### HOMETOWN MOTORS

\*\*\*\*\* WE STOCK GM GOODWRENCH ENGINES \*\*\*\*\*  
\*\*SPECIAL ORDERED PARTS ARE NOT RETURNABLE\*\*  
RETURNS ARE SUBJECT TO A 35% RESTOCKING FEE  
NO REFUND ON PURCHASES MADE BY CHECK UNTIL  
15 WORKING DAYS FOLLOWING THE TRANSACTION

CELL: 540-272-1285

CUST. P.O.	TAX EXEMPT NUMBER	CUST. P. O. NO.	SHIP VIA	PAY	SOLD BY	INVOICE DATE	INVOICE
208543				MULTIPLE	TIMOTHY YOUNG	03/30/19	970733

TomCustomer@customer.com  
555-555-5555

Tom Customer  
1234 Main Street, USA 1776

QUANTITY	SHIP	B. O.	PART NUMBER / DESCRIPTION	BIN	LIST	NET	AMOUNT
1		0	95417407 RAIL KIT 12.815 3GNCJPSB4JL266361 SHIPPED 0 SPECIAL ORDERED 1 MULTIPLE PAY METHODS USED: CASH \$112.71 OTHER \$110.00	SPORD	235.00	211.50	211.50
SUBTOTAL							211.50
TAX							11.21
FREIGHT							0.00
NET502							222.71

PLEASE CHECK ALL SHEET METAL AND GLASS UPON DELIVERY. WE WILL NOT BE HELD RESPONSIBLE AFTER SIGNING LOG SHEET OR INVOICE.

ALL PARTS RETURNED MUST BE ACCOMPANIED BY THE ORIGINAL INVOICE WITHIN 15 DAYS OF THE PURCHASE DATE. THESE PARTS MUST BE IN THE ORIGINAL WRAP AND IN MINT CONDITION. ALL PARTS ARE SUBJECT TO A 35% RESTOCKING FEE. SORRY, ELECTRICAL AND SPECIAL ORDER PARTS ARE NOT RETURNABLE. THANK YOU VERY MUCH.

"The only warranties applying to these parts are those which may be offered by the manufacturer. The selling dealer hereby expressly disclaims all warranties, either express or implied, including any implied warranties of merchantability or fitness for a particular purpose, and neither assumes nor authorizes any other person to assume for it any liability in connection with the sale of this part(s) and/or service. Buyer shall not be entitled to recover from the selling dealer any consequential damages, damages to property, damages for loss of use, loss of time, loss of profits, or income, or any other incidental damages."

RECEIVED BY X  
09:16:02 ACCOUNTING COPY \*\* DUPLICATE \*\*

PAY THIS AMOUNT

PAGE 1 OF 1

Parts details

When applicable, record  
vouchers used as a line item  
discount. Input a "Miscellaneous  
Line" on your DMS.

Ensure tax is broken out as a  
line item- Members will only  
earn/dealers will only be  
billed on pre-tax spending  
after applicable discounts

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### INCORRECT PARTS TICKET ACCOUNTING

**Home City Motors**

**CASH** NT NO. P99

DATE ENTERED 20 SEP 18 YOUR ORDER NO. INVOICE DATE INVOICE NUMBER

SHIP VIA ORD 1 SHIP 1 B.O. 0

COVER S

GM ACCESSORY VOUCHER

WE SERVICE ALL MAKES AND MODELS  
THANK YOU FOR YOUR BUSINESS

My Rewards System will not recognize hand written information. Input all necessary information into DMS

Missing Member information. Points will not be awarded

Missing parts number/purchase info

Missing discount information on voucher redemption

DESCRIPTION	QTY	UNIT	NET	AMOUNT
SP-ORD 250	1		212.50	212.50
FREIGHT			0.00	0.00
SALES TAX			12.75	12.75
TOTAL				225.25

Please refer to training materials or contacts for your chosen DMS provider if you are having difficulty adding line items or discounts through your DMS.

# My GM Rewards Loyalty Program

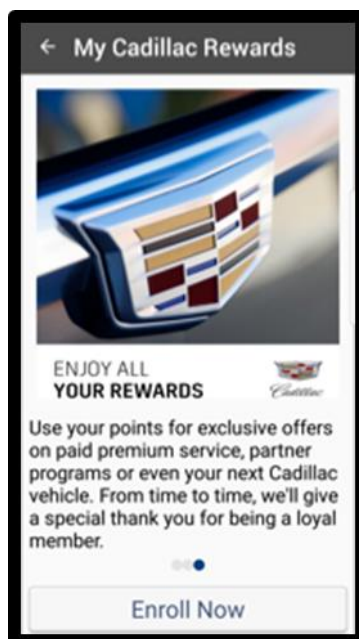
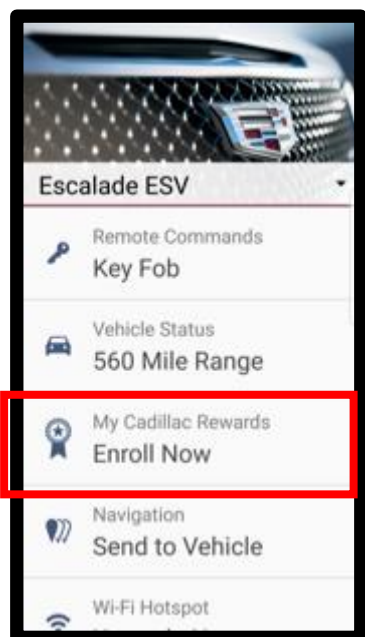
## Parts Counter Job Aid

**Research has shown that Members are buying more and spending more than non-Members at GM Dealerships. Accordingly, it is beneficial to encourage all of your customers to become My Rewards Members to start saving on Parts and Accessories.**

### How to Enroll a Customer:

Customers ***must enroll themselves*** in My Rewards. There are 4 options for any customer to enroll in My Rewards. Customers do not have to have purchased a GM vehicle recently or even own a GM vehicle to enroll in My Rewards. The first method is a part of the New Vehicle Delivery process. The other 3 enrollment channels are available to all customers.

**My<Brand>Apps-** If a customer has the mobile app, simply open the app and scroll down to My <Brand> Rewards and click “Enroll Now”.



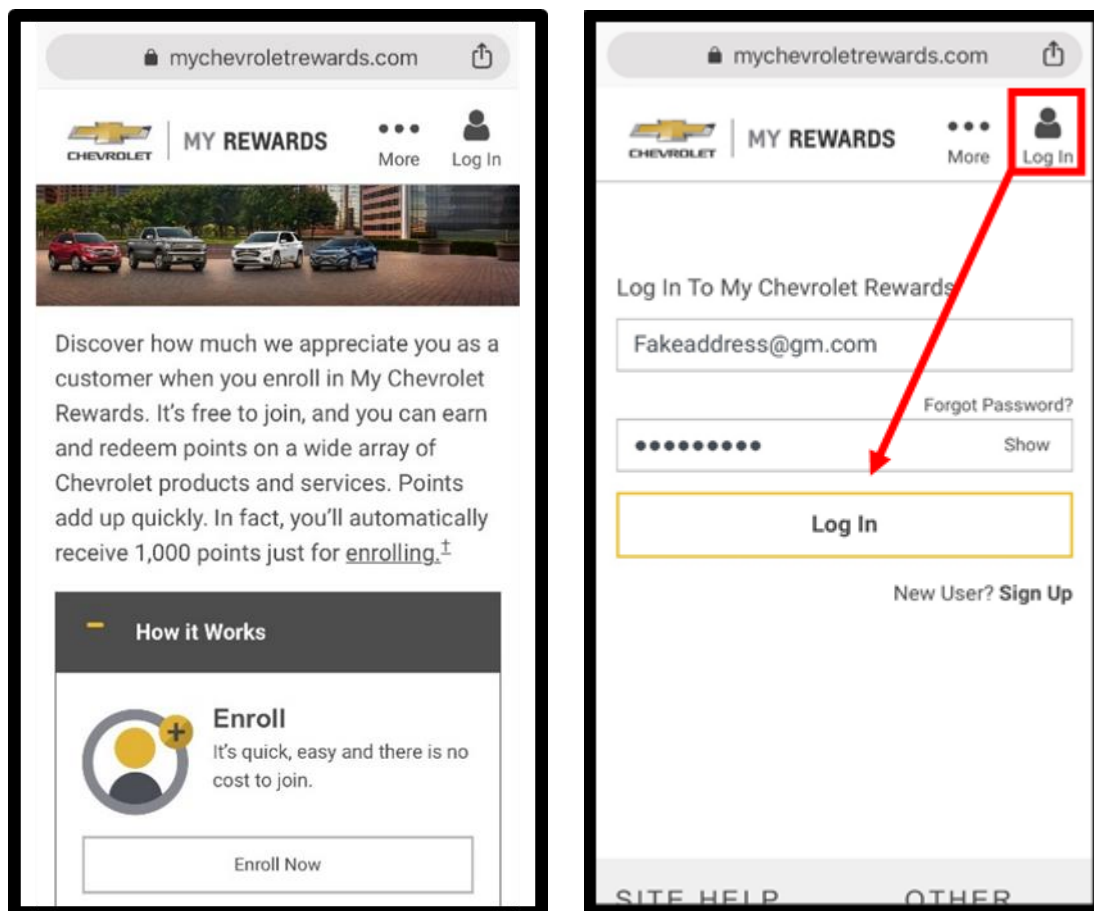
**Owner Center-** If the Member has an active Owner Center or OnStar account they can navigate to [my.gm.com](http://my.gm.com) to enroll in the My Rewards program. If they do not remember their password, they can click “Forgot Password” to reset their password for OnStar and Owner Center.

# My GM Rewards Loyalty Program

## Parts Counter Job Aid

**My Rewards websites** (MyChevroletRewards.com, MyBuickRewards.com, MyGMCRewards.com, MyBuickRewards.com, MyCadillacRewards.com, MyGMRewards.com).

A Verification Email is sent to member to Confirm Enrollment. Member must confirm enrollment to complete enrollment.



## Parts Counter Job Aid

### Who can help Members when they experience issues enrolling in My Rewards?

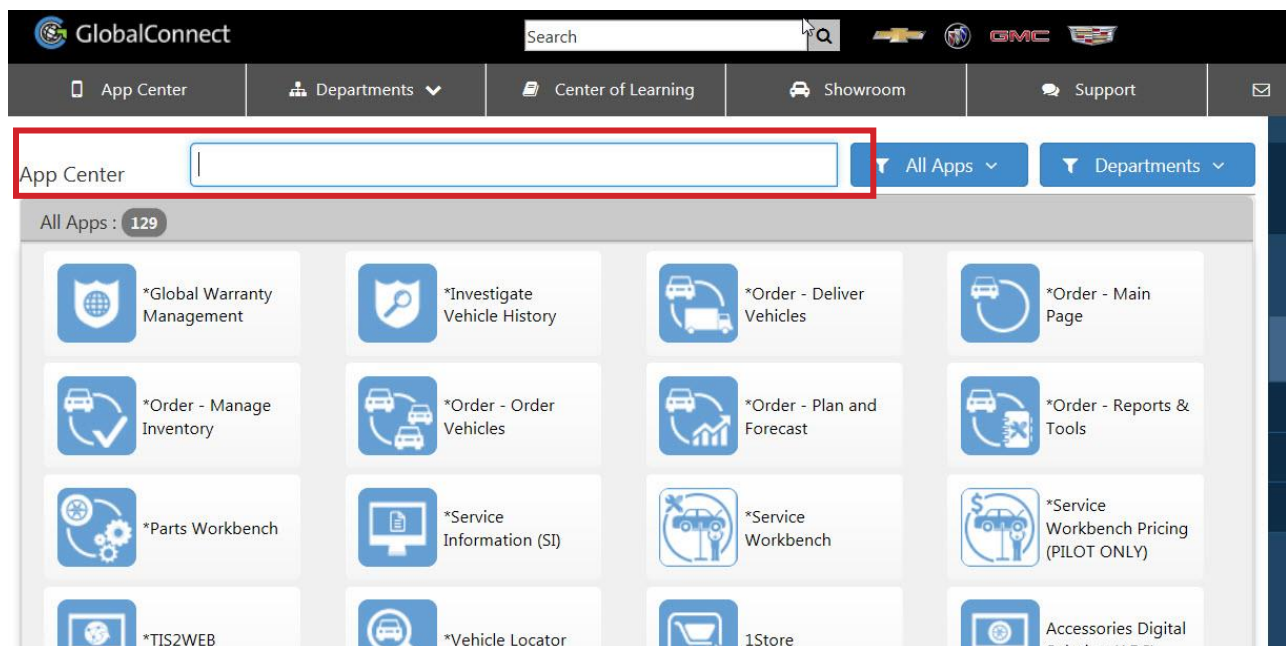
- The **recommended method** is to have the **customer** contact the Member Support line at **844-764-2665**. If calling the Member Support line is not convenient, the Parts or Service Advisors can assist the customer through some common issues.
  - If the customer attempts to enroll and receives “The email address is already in use” or “Invalid username or password”, please use the password associated with that email to continue. If they forget their password member should utilize Owner Center (**my.gm.com**) and click on “forgot password”. After successfully logging into Owner Center, enrollment into My GM Rewards is available under “Account and Settings”.
  - If the customer has already enrolled and forgets, their email member should access the My Rewards website and click on “Forgot Password.”
- If the customer attempts to enroll and receives the message, “We’re sorry. We are unable to proceed since you already have a My Rewards account. Please contact the **Member Support Line** if you need assistance **844-764-2665**”, advise the member they must call the member support number.
- **Loyaltysupport@gm.com** is available for Dealer concerns but will direct all inquiries on Member login concerns to Member Support Line at **844-764-2665**.

## Parts Counter Job Aid

### How to Find a Member Voucher

#### Navigate to the My Rewards Owner Loyalty App

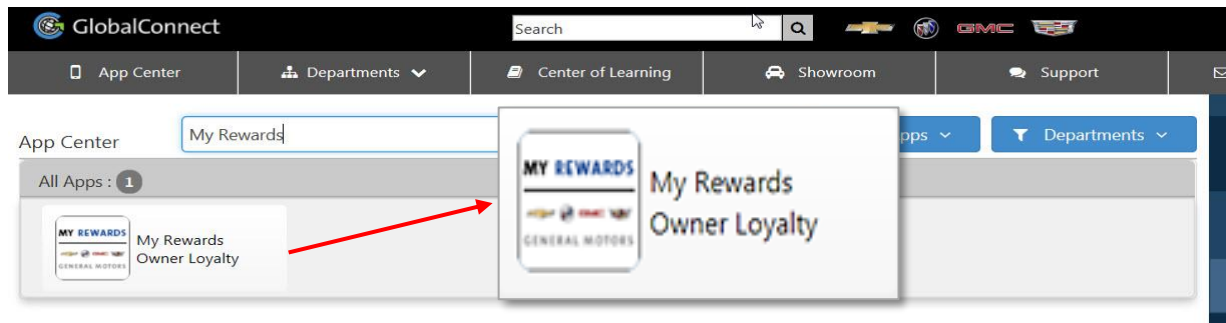
1. Log in to GlobalConnect.
2. Click the **App Center** tab.
3. Type **My Rewards** in the **Search apps** field and press **Enter**.



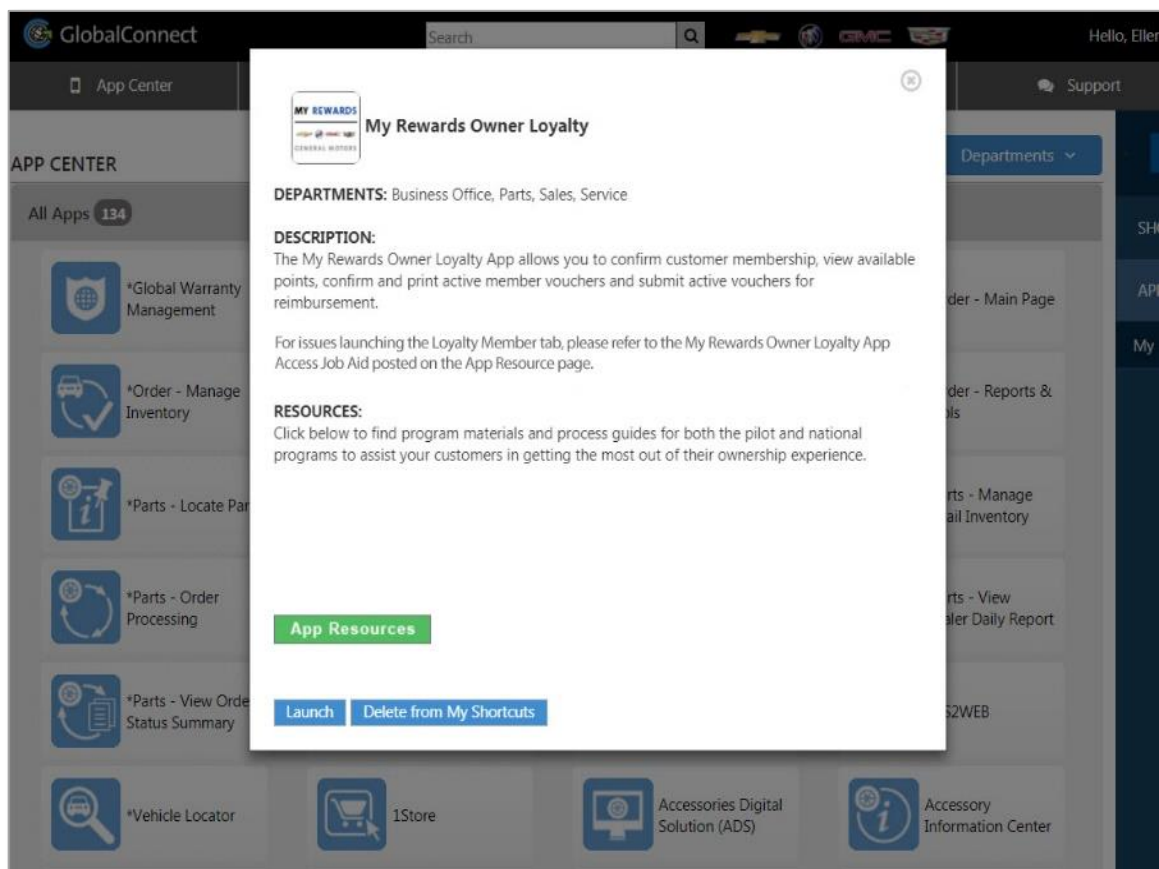


# My GM Rewards Loyalty Program

## Parts Counter Job Aid



4. Click the **My Rewards Owner Loyalty** icon when it appears.
5. Click the **Launch** button to launch the application.



**Tip:** Click on the green “App Resources” button for job aids, videos, and other materials on My Rewards.

# My GM Rewards Loyalty Program

## Parts Counter Job Aid

6. Click the **Loyalty Members** tab.
7. Look up the member's voucher using the Member's [email address](#) or [voucher number](#).
8. Enter the email address or the voucher number provided by the member in the appropriate field and hit **GO**. Both are not required.

The screenshot shows the Oracle Siebel interface for the Loyalty Members section. The 'Loyalty Members' tab is selected and highlighted with a red box. Below the tab, there is a 'Search Member' section with two input fields: 'Member Email' and 'Voucher #', separated by an 'OR' label. A green 'Go' button is located below the input fields.

9. The following screen will come up with Member information and vouchers. When searching for the member by email then all available vouchers will appear. When searching by voucher number, then only the voucher searched for will show.

The screenshot shows the Oracle Siebel interface for the Loyalty Members Vouchers section. The 'VANCE TEASLEY' member information is displayed at the top. Below this, the 'Voucher' section shows a list of vouchers. The first three vouchers are highlighted with a red box:

Voucher Number/Voucher Type	Expiration Date
216554416 \$100 Allowance towards a New Vehicle	6/12/2019
216554419 \$100 Allowance towards a New Vehicle	6/12/2019
216554406 \$200 Accessory Allowance	4/12/2019

10. Verify member information is correct. Select desired voucher and click use.

## Parts Counter Job Aid

### Redeeming a Voucher

1. Once you find the voucher, click the **Next** button.

**TIP:** Vouchers do have an expiration date. Please process as soon as you receive them.

Use Voucher Search Results

Voucher

Voucher Number: 1-216554416

Product Name: \$100 Allowance tow

Amount: \$100.00

Expiration Date: 6/12/2019 09:56:33

Status: Available

Member Information

Member #: 1-215685132

Contact First Name: VANCE

Contact Last Name: TEASLEY

Previous **Next** Cancel

2. The Member's name and address will automatically fill in on this page. Please ensure the info displayed matches your records for that Member before proceeding. Fill in the Parts Ticket number under "Repair Order" and provide your Dealer Code if dealership information is not pre-populated.

Use Voucher Non-Vehicle

Redemption Information

Type: Non-Vehicle

Repair Order #:

Dealer Code:

Dealer Name:

Make:

Previous Submit Cancel

**Input Parts Ticket Number into "Repair Order" field**

3. Verify that the Member's name and address are correct. The BARS name and/or address must match to ensure that the Dealer is reimbursed for the loyalty points. The Member name and address must match the Parts Ticket.

## Parts Counter Job Aid

4. Click the **Submit** button.
5. The **Verification** page appears to confirm that the transaction was successful. Click the **Print** button to print the page. **Retain the printed copy and the BARS Approval Code with the Parts Ticket for future reference.** When the dealership receives payment, the invoice will be labeled under the Parts Ticket number and the BARS code, not the voucher number.

Loyalty Members FAQs

Use Voucher Success

Voucher has been successfully used. BARS Approval Code is 1-217424385.

First Name: VANCE

Last Name: TEASLEY

Redemption Amount: \$250.00

Previous Finish Print

6. Click **Finish**.

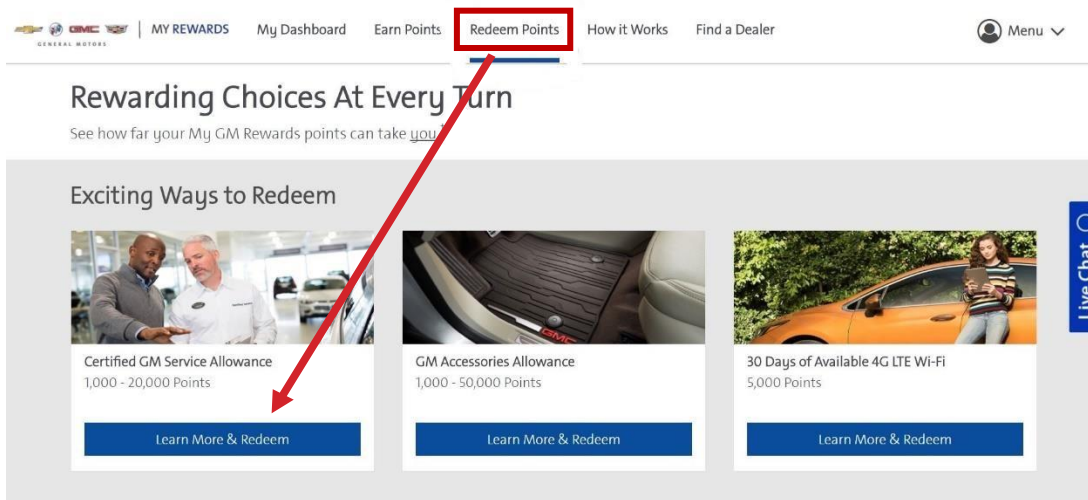
**DMS:** Within your DMS system input the voucher as a line item discount, some DMS providers automatically include a discount field. Many DMS providers allow for the dealership to add a “Miscellaneous Charge” line on the ticket and input the voucher number and amount. For information on how to add line items in your DMS please refer to training materials and contacts for your DMS provider.

**TIP:** Print the BARS approval page and write the date voucher was processed at the dealership on the page. Staple to the Parts Ticket/RO. When payment is received in the dealership’s open account it will be dated on the date of use and filed under the RO/Ticket number and the BARS code.

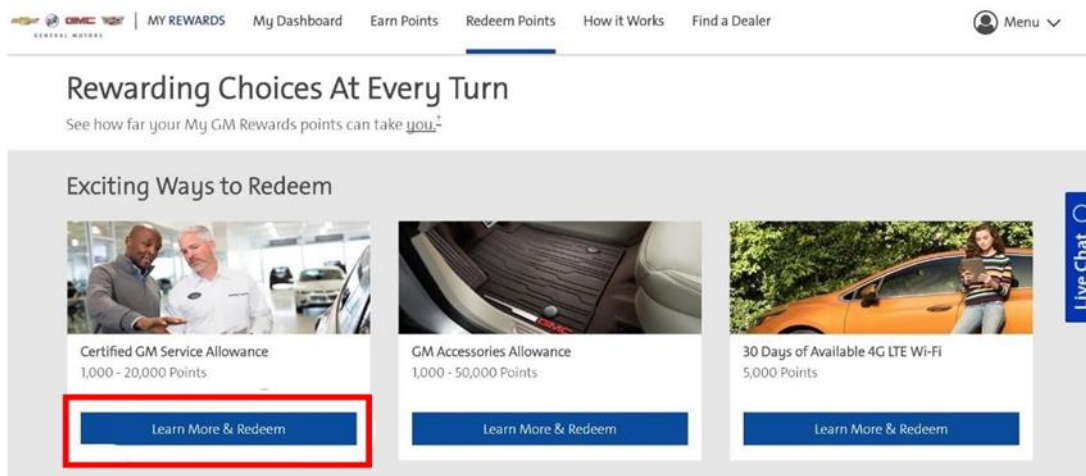
## Parts Counter Job Aid

### Activating a Voucher- Member Action

1. Navigate to the **My Rewards** website at **www.mygmrwards.com** and log in. You can also go to **mycadillacrewards.com**, **mychevroletrewards.com**, **mygmcrewards.com** or **mybuickrewards.com**. Your profile and points are under the Menu section in the top right.
2. Click the **Redeem Points** tab. Here you will see the different ways in which you can use your points and the amount of points needed to redeem each allowance and experience.



3. Once you have found the voucher you would like to request, click **Learn More & Redeem**.



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4. A page will load with more information about the voucher. Click **Redeem Now with 1 Click**.

MY REWARDS | My Dashboard | Earn Points | Redeem Points | How it Works | Find a Dealer

Rewarding Choices At Every Turn  
See how far your My GM Rewards points can take you.<sup>1</sup>

Exciting Ways to Redeem

Time for an oil change? Keep your vehicle in shape with a \$5-\$100 Service Allowance toward your Certified Service or repair at a participating Chevrolet, Buick, GMC or Cadillac Dealership.

Certified GM Service Allowance  
1,000 - 20,000 Points

\$5 Allowance toward Paid Service for 1,000

Redeem Now

**Tip:** Here you can choose the dollar amount of the voucher you like. Make sure to select a value that gets as close to your anticipated cost without exceeding.

5. Once you have redeemed the voucher, a new page will load with the voucher confirmation.

MY REWARDS | My Dashboard | Earn Points | Redeem Points | How it Works | Find a Dealer

Congratulations, Allana! Here is your voucher information:

### \$5 Accessory Allowance

Members may use Loyalty Vouchers on eligible Chevrolet, Buick, GMC and Cadillac Accessories purchased at a participating dealership. Loyalty Vouchers not applicable on Chevrolet, Buick, GMC and Cadillac Accessories purchased online, on installation, shipping or tax. Non-negotiable, non-transferable and not redeemable for cash or cash back. Voucher must be used by the expiration date below, or points are forfeited. Not available with some other offers. Simply bring your voucher to a participating dealer. Total value of the voucher will be applied towards your eligible purchase, excluding certain taxes, fees and installation. Voucher may be used for a single transaction only. Any unused amount of the voucher will be forfeited. Voucher has no cash value, is non-refundable and is non-transferable.

If you need assistance, call us at 844-764-2665. Contact center agents are available from Monday - Sunday 7 am - 10 pm EST.

Name: Allana McDonald

Voucher Number: 3-1111111111  
Expiration Date: 01/29/2019

Print

Vouchers expire 30 days after activation. Dealerships have an additional 30 days to process after the voucher expiration if Member's service or purchase was completed prior to expiration date.

6. Information about your voucher will load. Print this information and bring it into the dealership at the time of your service for redemption.
7. Also, note that if you click the menu section in the top right of the screen and look up your profile the new point balance will show.

## Parts Counter Job Aid

### DMS PROVIDERS CONTACT INFORMATION

- **ADAM DSM:** 800-676-2262
- **ADVENT RESOURCES DMS:** 888-923-8368
- **AUTO/MATE AMPS:** 877-830-1249
- **AUTOSOFT DMS:** 844-888-8200
- **CDK GLOBAL:** 888-672-2140
- **DEALERTRACK:** 888-485-6894
- **DOMINION DEALER SOLUTIONS:** 402-651-8779
- **REYNOLDS & REYNOLDS:** 800-767-7879
- **DEALER BUILT:** 800-499-1914
- **PBS ARISTO:** 800-665-6304
- **QUORUM XSELLERATOR:** 877-770-0036