

**CURRENT STATE**

**BRAND RECOGNITION**  
**AMAZING PRODUCTS**  
**AUTOHAUS SUCCESS**  
**AWARD WINNING**  
**DEalersHIP SALES**  
**13.3% SALES INCREASE**  
**NEW LEADERSHIP**  
**CUSTOMER EXPERIENCE**  
**CEO STEVE CANNON**  
**NOT GOOD ENOUGH!**  
**CE SCORE CARD**  
**DOESN'T SUCK**  
**EXCELLENCE**

**ACTION PLAN**

**CUSTOMER EXPERIENCE CHAMPION**  
**MAPPING the CUSTOMER JOURNEY**  
**MAKE MY DAY STATUS**  
**VOICE OF CUSTOMER ANALYSIS & ACTION!**  
**LEGENDARY PRODUCTS LEGENDARY MOMENTS**  
**SHIPT COMMUNICATIONS**  
**LANGUAGE CUSTOMER CENTRIC VIEW**  
**BREAK DOWN CUSTOMER TYPES ACTIVITIES**  
**VALUE CHAIN**  
**PROMOTE INNOVATION PARTNERS (BLOGS)**  
**WHAT DOES EXCELLENCE LOOK LIKE FOR ME?**  
**HOW CAN I CONTRIBUTE?**  
**ENGAGE**  
**THE TIME IS NOW!**  
**SMALL SUCCESS**  
**PODS! FREE TIME**  
**MAINTAIN MOMENTUM**  
**BE WHO YOU WANT TO BE!**  
**DEALERS FRONTLINE FIELD**  
**CULTURE COMPASS**  
**TRUST**  
**EXTRA ORDINARY**  
**PLANNING**  
**RESPECT**  
**EMOTION**  
**INFORMATION**  
**BALANCE**  
**30 AMIGOS**  
**DREAMERS DOERS**  
**ENVISION IMPLEMENT**  
**CULTURE CHANGE**  
**TRUST**  
**RESPECT**  
**CONNECTIVITY**  
**MAKE ORDINARY EXTRAORDINARY**  
**TOUCH POINT STRATEGY**  

- CONTACT
- GREETING
- SALES
- SALES NEGOTIATIONS
- FINANCE
- VEHICLE DELIVERY
- SERVICE DELIVERY
- PAYMENT
- FOLLOW-UP

**INSIGHTS DATA**  
**PHASE 2**  
**PAIN POINTS**  
**COMPLETED TRAINING EVENTS**  
**POST COMMUNICATIONS**  
**TOOLKITS**  
**MGMT SUPPORT**  
**PRIDE & PASSION**  
**TRANSPARENT COMMUNICATION**  
**GET OF RID**  

- OYA BEHAVIOR
- CAR SLANG
- INTERNAL TALK
- EXCESSIVE EMAIL
- SKEPTICISM
- PRODUCTIVITY

**PROUD EMPLOYEES**

**FUTURE STATE**

**BEST SALES**  
**BEST PRODUCT**  
**BEST PROFIT**  
**BEST BRAND**  
**MAKING MY DAY!!!**  
**EXPERIENCE!!!**  
**LOYAL CUSTOMERS**  
**GLOBAL STANDARD**  
**UNMATCHED**  
**CREATING LASTING MEMORIES**  
**SERVING EXCEPTIONAL PEOPLE**  
**WELCOME**  
**MAKE MY DAY!!!**  
**YOU SHOULD CHECK THEM OUT!**  
**NONE COMPARES**  
**#MBUSA #1STCLASS #MYBRAND #LOVEIT**  
**LIKE 30**  
**I JUST BY BEING THERE**  
**I <3 MBUSA**  
**SERVICE IS GREAT!**  
**AAAAA**