MY AUTO ADVOCATE AT GM

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By

Dan Roesch (GM) and Glen Urban (MIT)
AGENDA

- Advocacy Background
- Dream CRM
- My Auto Advocate
- Future
The Customer Advocacy Pyramid

- Customer Advocacy
- Relationship Marketing
- TQM
- Customer Satisfaction
OBJECTIVES

• Test Maximum Trust CRM
• Effect of CRM Components
  – Brochures
  – Auto Show in Motion
  – Community
  – AutoChoiceAdvisor

• Combined Total Impact
  – Trust
  – Consideration
  – Dealer Visit
  – Preference
  – Purchase
DESIGN

• One City – LA
• 4x4 Factorial – 16 cells
• Forced Exposure
• 6 Monthly Surveys
• Points and Dollar Incentives
• Harris Panel – 1000 Prospective buyers (next 12 months)
• 500 observations on each treatment
• Polk Data
TRUST

CONSIDER

VISIT DEALER

PREFERENCE

BUY
SALES POTENTIAL

- If true – share could increase multiple share points in California with All Customers Exposed to All Treatments
- ASIM and AutoChoiceAdvisor significant effect on Industry Sales and implicitly GM sales volume increase
- But of course this is difficult and expensive –
COST BENEFIT

• ASIM
  – If Assume $100 per person to ASIM
  – Cost per incremental car -- $1,500 in our study
  – We have Only 12 Month Intenders in Our Study
• Customized Information
  – $700 per incremental car
• Need Test Program with Opt In
MY AUTO ADVOCATE
OBJECTIVES

• Build on Dream CRM
• Synergistic Trust Program
• Opt In
• Rewards for Information Search -- $20 Amazon Certificates
• “Test Market” in Panel – Longitudinal Learning
• Scale Up -- ROI
Harris panel
120,000

Qualified respondents

Opt In Concept Test

Study participants
5,000

Control group
25% of sample

Virtual ASIM

ASIM

Community

New ACA

Brochures –GM

Harris points

Harris pts

Harris pts

Harris pts

$5

$5

$20

$20

$5

$5

$5

$20
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You'll have the opportunity to test-drive our family of GM vehicles and then compare them with Honda, Ford, Toyota, BMW, Chrysler, Lexus, Dodge and Mercedes to see how we stack up! That's why AutoShow in Motion is known as the world's largest test-drive event.

**Fun for the whole family:**
- This is a free event
- Driving sessions are all day long rain or shine
- Lunch is provided, free of charge

**Dates in the Los Angeles area:**
- Jan. 20 - Jan. 23rd - Pomona Fairplex
- Jan. 27 - Jan. 30th - El Toro
- Feb. 10 - Feb. 13th - Hollywood Park
VERY EARLY RESULTS – Four Months

• 35% Opt In – After One Exposure – 47% if Intenders
• 4600 Respondents – 48% to Site Information
• For Visitors in First Month
  – 26% to ASIM
  – 38% to ACA
  – 22% to GM Brochures
  – 31% to Discussion Forum
• Opt In have higher participation (1.5x)
• Early Statistics Show Positive Results – Information Sources (ASIM and Forum) and Rewards (Draw in but content carries)
• ACA Builds Site Trust
SUMMARY

• Positive Partnership
• Advance Research in Marketing Science
• Potential Program Benefits to GM
• Innovate – Experiment -- Implement
FUTURE

• How to Scale ASIM?
• Understand Site Trust builders – ACA
• Expand Study of Community – Johnny Apple Seed
• How to Make Dealers Part of Advocacy
• Culture Change – Old Marketing to New
• West Coast Implementation??