

**STAR**

SERVICE TECHNICAL ASSISTANCE RESOURCE

## ***Announcing STAR Text/SMS***

### **ATTN: Service Managers and Technicians**

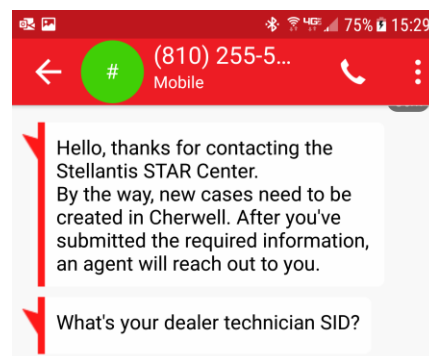
### **What's New: STAR Text/SMS Messaging – Case Selection and automatic routing, and Cherwell Integration Update**

At the STAR Center we understand how valuable your time is, and we are always looking for ways to make your interaction with us more seamless. Thanks to your input and feedback, we are excited to introduce the STAR Text/SMS messaging platform! This new communication channel will enable more efficient and convenient interactions with STAR Center support agents, improve CSI, and Fixed First Visit!

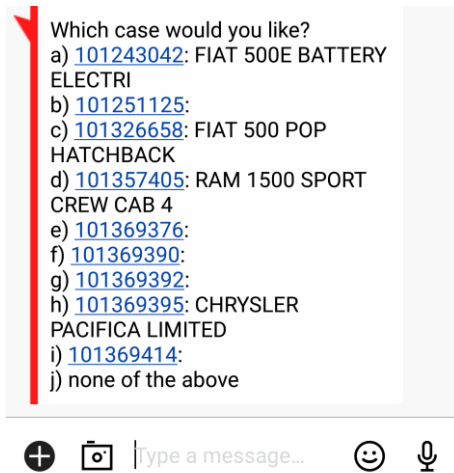
Text/SMS messaging allows the ability to use your mobile device's native messaging app to communicate directly with the support contact in the same manner that you text friends and family. Send pictures / videos and other relevant details through the SMS channel to better clarify an issue, seek diagnosis support or confirm a resolution!

### **Update as of 6/7/2021:**

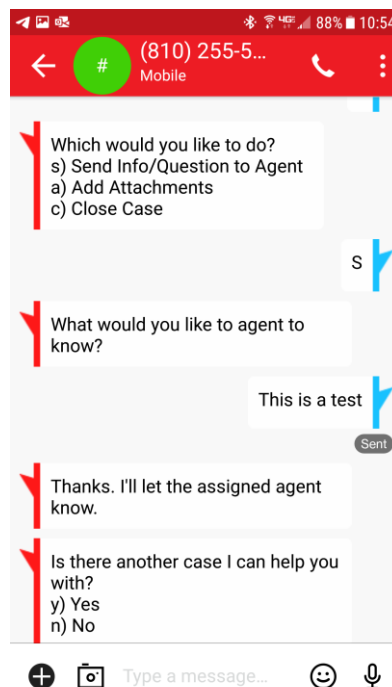
**We are excited to announce a more seamless process to engage STAR!** Text a message to 1-810-243-1215 to reach a STAR agent! This will create an inbound conversation with a chat bot that will ask for a SID number.



The bot will then look up all the cases related to the technician's SID number and display a list of cases for the technician to select from. The technician can then select the desired case from the list or select "none of the above" to enter a Case ID that is not in the list.



After the Case ID has been selected the bot then prompts the technician to “Send Info/Question to Agent”, “Add Attachments” or “Close Case”.



The technician then has an option to work on another case or end the conversation.

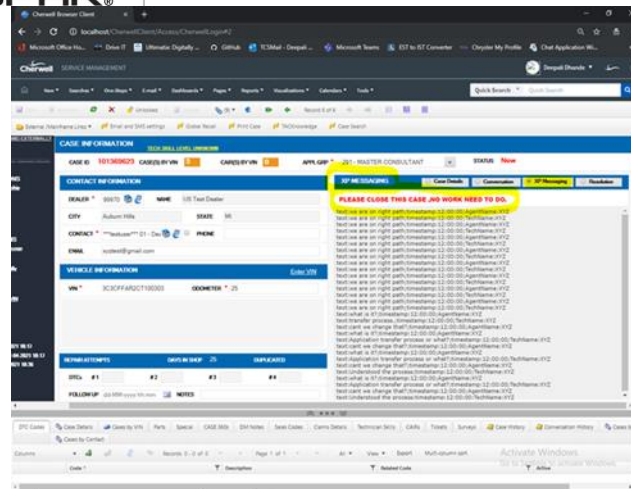
Want to see your text narrative saved in Cherwell? Starting week of June 7<sup>th</sup>, 2021 XP Messaging and Cherwell will sync in the following manner:

- Text narrative transposed and saved in Cherwell automatically
- Case Closure Alert to STAR team, upon Dealer Tech request (see below)



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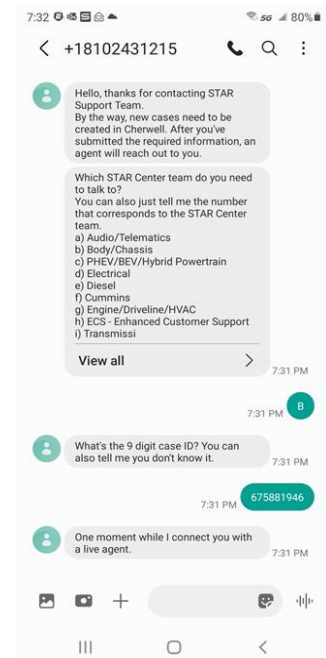
## Tips:

Please remember after an agent response by text, technicians have a 30-minute idle time until the conversation is re-routed to the next available agent.

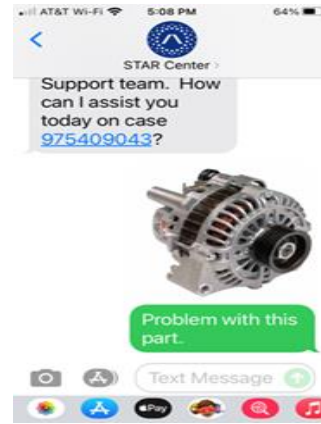
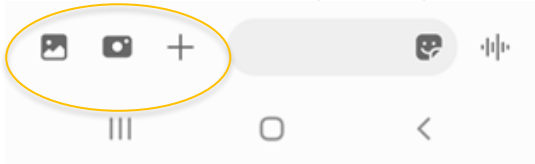
If there is no activity after 2 hours, the conversation will end, and the dealer technician will need to restart the text process by contacting 1-810-243-1215.

## Features

- Proactive outreach by STAR agents **ALSO** available:
  - Agents ask for your phone number in Cherwell's Case Conversation Field
  - Just receive Text from 1-810-243-1215 and begin texting with an agent!



- Add attachments – Files, Photos, and Videos.



## Coming Soon!

- Version 2. (Coming in June):
  - Select: I will text STAR XP Messaging (Instead of I Will Call STAR)

Once again we appreciate your feedback in helping us provide new and exciting tools such as this to assist in getting our customers back on the road. As always, please continue to reach out for support when needed.

Sincerely,

STAR Center Team