



PERSONAL ASSISTANT

V2-23

Always There!

Quick Glance



MyStar Personal Assistant Provides a Unique and Powerful Branded Solution Designed to Enhance the Customer Experience

THE COMPANY BEHIND



PERSONAL ASSISTANT



PERSONAL ASSISTANT

PERSONAL ASSISTANT
INFINITI

PERSONAL ASSISTANT
MITSUBISHI CONNECT

*Hundreds of Dealerships
Across the United States*

Customers are searching for information everyday!
 Now they can look to your dealership to provide Anything, Anytime, Anywhere![®]

Opening: Hello Mrs. Williams, Thank you for calling **MyStar Personal Assistant**. This is Amanda. How may I assist you?
Closing: Thank you for calling and remember that **MyStar** is #1 in customer satisfaction!



Personal Assistants can answer any question about any topic and even perform tasks for your customers.

ALL BRANDED IN YOUR DEALERSHIP'S NAME!

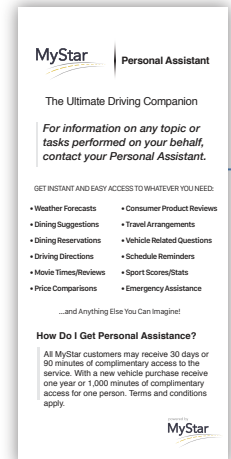
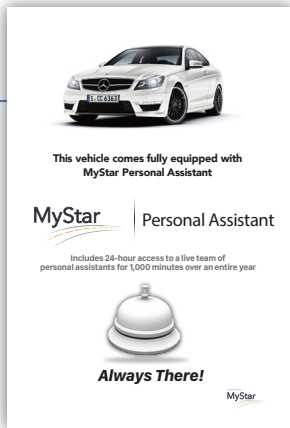
Popular requests include:

- Vehicle Related Questions
- Discount Car Rental
- Weather Forecasts
- Event/Sports Tickets
- Driving Directions
- Flight check-in
- Schedule Reminders
- Emergency Assistance
- Travel Arrangements
- Dining Suggestions
- Product Reviews
- Directory Assistance
- Wholesale Hotel Rates
- Restaurant Reservations
- Online Purchasing
- Schedule Vehicle Service

...and anything else you can imagine!

—The Personal Assistant Benefit is Introduced to Customers During the Initial Walk-around of the Vehicle—

Every vehicle includes 1 Year/1,000 minutes of access



Enhance Your "Why Buy Here" Story

Place customized window stickers on every vehicle in your showroom and/or your lot

Give customers and visitors your customized Personal Assistant handouts

Unlimited "Walk-In" Packages are Included at No Charge to the Dealership

Offer potential customers access to this unique and impressive benefit just for visiting your showroom



- Give all visitors 30-day/90-minute packages
- Activates in seconds on the spot
- Helps capture valuable and accurate contact information
- Keeps customers engaged with your brand



Activation Form

- Sales personnel will be instructed to fill out the form with the recipient's contact information
- It will then be placed in the deal jacket before it goes to F&I
- No customer signature required, in store communication only

Issuing MyStar is a Quick and Simple Process

Customer activation can be automated based on a data feed process...
Or issued instantly at the dealership using a secure branded issuance portal

Prefix * Mr. ▾

First Name * John

Last Name * Smith

Email john.smith@yahoo.com

Phone Number * (214) 555-8245 Cell ▾

VIN/Deal # ZARJA381280040909

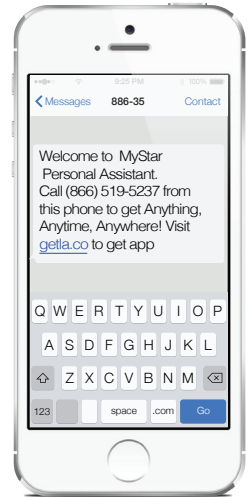
Do not send welcome or marketing text messages

Submit

- Use PA to enhance other F&I Products
- Upgrades are available up to 5 Years
- Companion Plans are available for friends and family

Welcome Text

Received within seconds



Welcome Email

MyStar Personal Assistant

Michelle, you have been registered with MyStar Personal Assistant as part of your vehicle purchase from MyStar.

You now have access to your own MyStar Personal Assistant for 1,000 minutes or until December 15, 2017

You can call from anywhere in the U.S. and Canada 24 hours a day and get Anything, Anytime, Anywhere - all at the push of a button. Simply call (866) 519-5237 from (214) 555-1212. Your MyStar Personal Assistant will greet you by name and give you the answer to any question or perform any task on your behalf. All you need to do is ask!

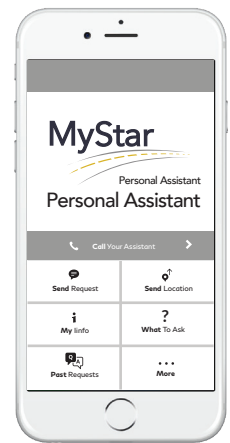
How to Make a Request
Simple ... Easy ... and Convenient

- Call (866) 519-5237 from your registered phone number (214) 555-1212
- Email requests to: requests@mystarpersonalassistant.com
- Submit online at: mystarpersonalassistant.com/request
- Text your request to 88635
- Download the MyStar Personal Assistant App by visiting: getliveassist.com

- Customers can download the App from the welcome email or text

Personal Assistant App

Branded to your dealership

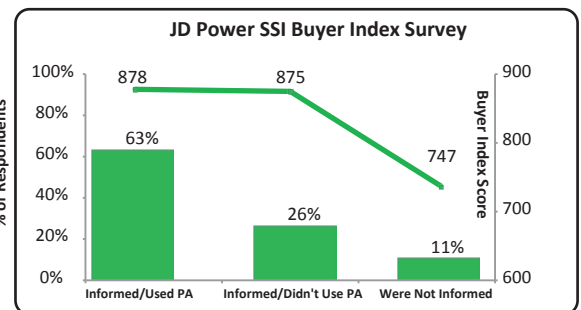


- getliveassist.com to download the app
- Or just Call (866) 519-5237

Brand Impresion Skyrockets by Simply Introducing Personal Assistant



According to JD Power, simply telling customers and prospects that they will receive access to a live Personal Assistance service during the initial walk-around of the vehicle dramatically increases sales satisfaction and improves the overall customer experience



Owner's Manual Live 



Your Customers Need 24/7 Access to Someone Who Can Help

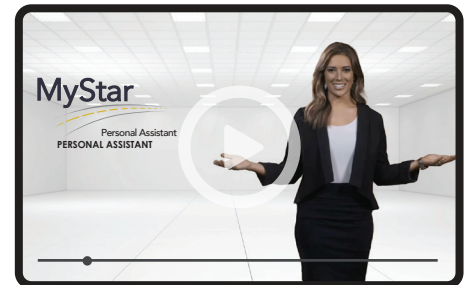
Your customers will have access to a team of super-friendly trained Experts ready to answer any vehicle-related question that can be found in their vehicle's owners manual.



Any Question Any Time!



Customers can learn more about the Personal Assistant service by accessing your custom [website/video](#) through their welcome email.



Additional Program Components

- Online service appointment integration
- Pre-set service reminder notifications
- Text and email marketing campaign
- Open campaign/recall notifications
- Customer discount program

Adding MyStar is Easy

- Works on ALL makes and models
- Works on New and pre-owned vehicles
- No equipment to install
- No inventory to manage
- No long term contracts required

Driver Safety and Brand Impression Skyrocket with MyStar