



NISSAN

DRIVE@HOME FAQ



NEW FAQ

Are Nissan personnel involved in delivering a Test Drive?

Nissan personnel are not involved in any way in selling vehicles to customers. A Dealer can choose to leverage and pay for an outside company staffing solution for Test Drives or for Service Valet, and this person would be working on behalf of the Dealer directly.

GENERAL

Why is this program being offered?

Customer preferences have evolved towards brands that offer convenient and personalized services. These changing customer expectations create significant opportunity for Nissan dealers to gain share and grow their business.

What is the benefit to my dealership?

Nissan North America, powered by Doppler, is offering a turnkey and seamless solution for booking, managing and executing delivered test drives, and service valet to customers.

Are other Nissan dealerships using this service?

Yes, currently a pre-launch campaign is being executed with Nissan dealers.

Do consumers want this kind of service?

Yes, research shows that today's consumers expect sales and services experiences to be on-demand, tech-enabled, convenient and safe.

Who is Doppler?

After a thorough and competitive evaluation process, NNA has chosen to partner with Doppler for delivered sales and service experiences. The Doppler Platform combines a proprietary reservation and dispatch system with a national network of delivery agents to provide a scalable and efficient system for delivered services.

How long does the set-up and integration process take?

Generally, the process takes just four weeks.

Can I execute these services with my staff?

Yes, the Doppler Platform supports utilizing your staff.

What if I don't have the staff to meet customer demand?

Doppler has an extensive network of trained automotive staff that are available to support delivered test drives and service valet.

- Fully vetted (driver and background checked)
- Onboarded & trained via Doppler University
- Taxes and Benefits payed by Doppler (23% of the cost of our employees)
- Understand and are proficient with the Doppler platform



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SERVICE@HOME FAQ



DRIVE@HOME

How does Drive@Home work?

The Doppler team will work with your website provider to integrate the reservation system into your home page, search results and vehicle display pages. Customers just click the graphic and they can book an appointment at the day, time and location of their choice. The Doppler Platform will manage customer notifications, dispatch to appropriate staff, agent tracking, customer surveys and data transfer.

How will our customers know about this offer?

Doppler will provide your dealership with a marketing guide and assets to use at your discretion. It is up to the individual dealership to promote the offer.

Who will deliver the test drive?

The Doppler Platform supports dispatching appointments to your dealership staff or leveraging the Doppler agent network.

What's the radius from my dealership that is served?

The geography served is at the discretion of the dealer and you will provide zip codes to define your service area.

Does this integrate with my CRM?

Yes, all leads that come through Doppler test drive reservations are transferred directly into your CRM.

How much does Doppler staff cost for test drives?

Doppler Specialist-led experience, providing at-home vehicle demonstrations and test drives executed by highly trained staff, designed to create a relationship with product and brand, and accelerate sales conversion and retention.

- \$100 roundtrip per appointment
- Dealership only pays for completed appointments

How are these services insured?

When utilizing your dealership staff, the services are insured by the dealership. If you utilize Doppler staff, you may provide insurance or Doppler can provide at an additional fee of \$25/day.

Can a dealer sign up for only Service@Home or only Drive@Home? Do they have to get both?

In order for Nissan to be able to offer these services at the lowest possible price, Service@Home and Drive@Home cannot be unbundled. Dealers may choose to activate only one of the services, but the price will remain the same.

Who manages customer support?

The dealership will handle customer support via your chosen email and phone lines.

What level of commitment is required for hiring Doppler staff?

We require a 1-month commitment with a minimum of 3 days per week for staffing. This set-up would renew each month for as long as you want to retain the staff.

What if we want or need to cancel Doppler staff?

If at any point you don't want to continue with our staff, we require a 14-day schedule change notice.



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Are Nissan personnel involved in picking-up/dropping-off a vehicle?

Nissan personnel are not involved in any way in selling vehicles to customers. A Dealer can choose to leverage and pay for an outside company staffing solution for Test Drives or for Service Valet, and this person would be working on behalf of the Dealer directly

SERVICE@HOME

How does Service@Home work?

Doppler will integrate with your service scheduler so that customers or your staff may specify that vehicle pick-up is requested. The Doppler Platform will then generate a pick-up appointment and manage customer notifications, dispatch to appropriate staff, agent tracking, customer surveys and data transfer. Once the service appointment is completed, a drop-off appointment is scheduled for an immediate return to the customer. The Doppler Platform further supports one-way transportation (e.g., only a drop-off appointment) should that be preferable.

Who will execute the Service@Home appointments?

The Doppler Platform supports dispatching appointments to your dealership staff or leveraging the Doppler agent network.

Can I charge for Service@Home?

Yes, however this is up to each individual dealership.

Do I need to use my loaner fleet to give customers a vehicle to use while their vehicle is getting serviced?

The use of loaner vehicles is at the discretion of each Dealership. In lieu of a loaner, the Doppler Agent will utilize ride hailing services for one-way transportation.

How much does Doppler staff cost for service valet?

For the Service@Home program, there are three pricing levels:

- A Markets (e.g., New York) - \$270/day
- B Markets (e.g., Chicago) - \$240/day
- C Markets (e.g., Salt Lake City) - \$220/day

This covers a 9-hour shift including a 1-hour lunch break

Service@Home is intended for limited customer interactions such as service pickup and return, post-purchase, at-home deliveries, etc.

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