

Dealer Leads Management – DSP Tier 1 Appointment Leads

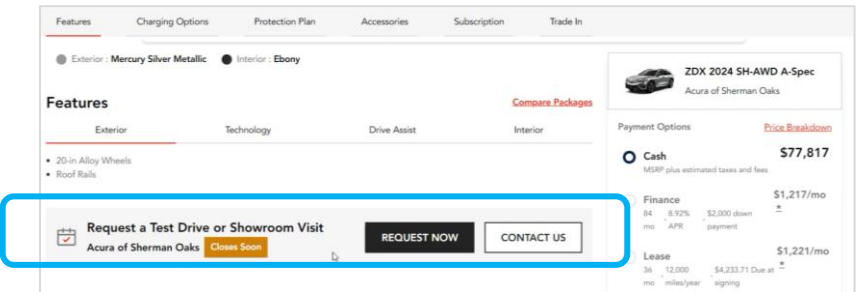


You'll can receive **DSP Tier 1 appointment leads** (test drives, appointments) through Acura.com.
To ensure a seamless appointment booking journey, here is what to expect.



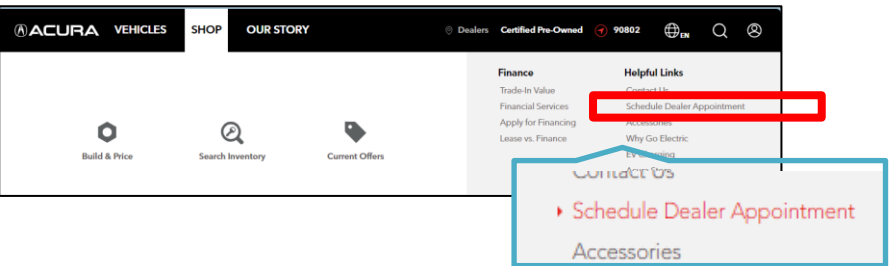
Customer Appointment Entry Points

Appointment Method 1: via Vehicle Details Page



Note: Appointments and test drives for specific vehicles on T1 sites can be available to clients when there are inventory in-transit or on the lot.

Appointment Method 2: via Standalone Appointments in the Shop Menu



AHM Communication - "Appointment Confirmation" email / SMS

(both methods receive this communication)



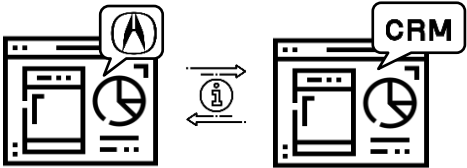
AHM Communication

- "Appointment Reminder – 1 week" email / SMS
- "Appointment Reminder – 24 hours" email / SMS



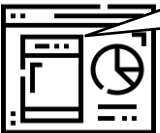
System Handoffs

Appointment lead gets routed to HELMS, then to dealers' CRM systems



For example, for the 2024 ZDX:

The lead will show up in your CRM system as a **"ZDX Digital Sales - Digital Sales Appointment"** lead



ZDX Digital Sales – Digital Sales Appointment



Recommended Actions

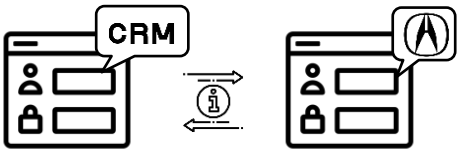
Dealer to contact client on the day of receiving lead to introduce self, confirm appointment and answer any preliminary questions



Dealer to confirm the appointment 2 days prior to scheduled appointment



Log the actions taken in your CRM system by the **end of the same day**



Please log your **initial outreach** and select "appointment showed" or "appointment didn't show" accordingly