Early Adopter
Environmental Visionary
Owns a home in Los Angeles, CA

- Savvy online shopper - prefers to complete process online.
- Returns to the site several times and conducts offline research to help inform his purchase decision.

Non Linear Shopping Process

Sales Process Begins

Activity

"What's the LEAF all about?" | "I'm interested. Keep me informed." | "Does it fit my needs?" | "How does the cost compare?" | "I want it! What are the next steps?" | "I need sort out how I'll charge it." | "I need to solidify my car details." | "I've completed the checklist; I'm ready to order my LEAF." | "It's here. I'm getting my LEAF!" | Ownership

Customer

Home

Portal

Click Through from Google Ad → Visit Nissan LEAF site → Product Presentation (LEAF Lifestyle: Technology & Innovation; Telematics; Owner; Safety & Performance; Exterior & Interior; EVSE; = Optional; EVSE Assessment; etc...) → Sign Up for Updates (Input ZIP Code) ◆

Exclusive Event Invitations (Social Network Integration)

Local Information (Dealers; Charging Stations; Incentives & Rebates; Tours & Events) → Complete New Driver Snapshot ◆ → LEAF Recommended (Alternate Flow: Recommended Alternative Nissan vehicle)

Monthly Operation Costs (LEAF Trims & Options; EVSE; Fed/Local Incentives; Financing Options; Running Cost) → Compare Costs (ICE; Hybrid; EV) → Save & Create Account ◆

Customized LEAF Lifestyle Content

Select "GET STARTED" → Sales Process Checklist (Reserve LEAF; EVSE Assessment; EVSE Installation; Order) → Pay $99 Reservation Fee (= Optional: Select Dealer) ◆

Welcome Content
- Receipt
- Order Management
- Mobile App
- Tax Info
- Owner Community

Pay $100 Assessment Fee → Schedule EVSE Assessment ◆ → Complete Assessment → Receive EVSE Quote

EVSE Loop

Submit Request for Quote(s) (Select Dealer(s); Vitals) → Receive Quote(s) (CRM Loop) → Receive Lead Survey

If address fails, call center obtains email address & amends record

Pre-Purchase Package
- Trade-in
- Finance
- Etc

Ready to Sign Order → Receive Order → Accept Order ◆ (CRM Loop) → Receive ETA Window

Customer notified by email, CC, Dealer

EVSE Assessment is required to complete order

Vehicle Quote; EVSE Quote; Disclaimers & Acknowledgements (Battery Basics; Range; Etc)

Order Management
- Receipt
- Disclosure Docs
- Order Tracking

ETA Status Updates
- SMS, MMS
- Pick of Car
- Fun Facts

Confirm Appointment → Schedule EVSE Installation ◆ → Complete Installation

- **Telematics**
- Service Reminders & Appointments
- Accessory Marketing
- EEC / Assurance Product Sales
- Repair History
- Recalls
- Manuals, Warranty
- New Car Promos / Incentives
- Service Promos / Incentives
- Live Support
- Networking

Systems

Dealer

Dealership

Walk Up Customer → Sign Customer Up for Updates ◆

Save LEAF for Customer ◆

Pay $99 Reservation Fee ◆

Face to Face Negotiation For Trade-in and/or Quote

ENTERPRISE LEAD SYSTEM

Receive Request for Quote → Auto Generate Email Acknowledgement → Send Lead to Dealer CRM → Auto Generate Customer Lead Survey

24 hours after lead is sent to dealer

DEALER CRM

Receive Lead → Create Quote → Provide Quote (CRM Loop)

If no response in 4 hours, call center follow up

B2C WEBSITE

NNA doesn't see quote details

View Request A Quote → Verify Correct Vehicle Specs → Add Deal Information & Create Customer Order → Submit Order

Receive ETA Window → ~ 2 to 4 Weeks Alert Dealer → Confirm EVSE & Transaction Details (EVSE Loop) → Schedule Vehicle Purchase Appointment with Customer

Confirm LEAF Arrival → Preparatory Materials (Final Buyer's Quote; Disclosure Forms; Telematics Registration; Statutory Tax Docs; EVSE)

LEAF Arrives → Prep LEAF for Sale → F & I Transaction (F/I Process: Purchase; = Optional: - Confirm Trade-in Value - Finalize Financing - Telematics Set-up & Subscription Sale - Statutory Tax Docs - Confirm EVSE; EVSE Loop) → Provide LEAF to Customer + Final Test Drive + Telematics

EVSE Vendor

Portal

Match to EVSE Assessor → Submit Assessment Details

Match to EVSE Installer

Vehicle Ops

Forecast

If new product or pipeline order: Confirmed Order Report → Schedule (Based on: • Reservation Date • EIM availability (i.e., cold weather vehicles after release of CW package)) → VIN Match; Acknowledge (CRM Loop)

If new product or pipeline order: Confirm LEAF Shipment

Reminders

EVSE Reminders
Assessment or Installation
(All milestones indicated (or if none, monthly))

Vehicle Reminders
Quote & Payment Method
(All milestones indicated or if none, monthly)

Order Reminders

Market Roll-Out Map
Retail in 30 states within 12 months

Phase 1 (5/09 - 12/2010) | Phase 2 (5/09 lent. Spring/Summer 2011) | DOE – ETec Partnerships Markets

Seattle; Oregon / PDX; Sacramento; San Francisco; Los Angeles; San Diego; Phoenix/Tucson; Austin; DFW; Houston; Kansas City; St. Louis; Chicago; Detroit; NYC; Philadelphia/NJ; Boston; DC/Northern VA & MD; Raleigh/Durham; Charlotte; Atlanta; Tampa; Orlando; Miami

EVSE Loop

Wave EVSE → Buy via CC → Install

Finance w. Car

Buy After Punch

Legend
- Lead Conversion Points
- Checkpoints
- Order KPI
- Reminders