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## GM Raises Bar Connecting Quality, Customer Experience

DETROIT – General Motors is posting its strongest quality performance ever, based on outside surveys and studies, but GM officials say the company is aggressively moving to improve further while providing the best customer experience possible.

GM has combined its Product Quality and Customer Experience organizations under one leader, Alicia Boler-Davis, vice president of Global Quality and U.S. Customer Experience.

"Combining Customer Experience and Product Quality allows us to infuse the voice of the customer into the way we design our vehicles so they exceed expectations in initial quality and long-term reliability while providing industry-leading customer care excellence that creates life-long customers," Boler-Davis said.

"Every touch point with our customers is an opportunity to create long-lasting relationships," she said. "We are training our employees and dealers to deliver excellence in customer care."

Initiatives under way include:

- Most substantial dealer renovation project in GM history with 88 percent of dealers having either completed or undergoing store renovation;

- Completion of more than 21,000 anonymous "Mystery Shops" so far this year, helping

about 2,500 GM dealers to improve their performance;

- Addition of a specifically trained Certified Technology Expert in every dealership nationwide to assist customers in learning how to use new vehicle technologies;

- Placement of 25 Connected Customer Specialists across the country to support dealers and customers on new technologies, such as Cadillac CUE, Chevy MyLink, and Buick and GMC IntelliLink;

- Transformation of Call Centers into proactive Customer Engagement Centers intended to promote more effective dialog with customers;

- More empowerment for customer engagement agents, dealers and field personnel to address and resolve sales and service issues quickly;

- A robust Social Media team engaging in more than 8,800 mostly proactive and unique interactions per month.

"We are implementing processes and tools that enable us to channel data from our customers to our designers and engineers," said Mary Barra, GM senior vice president of Global Product Development.

"This continuous feed of infor-

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Alicia Boler-Davis, Vice President for Global Quality.

### Previous Role as Mgr. At Orion, Stamping

Alicia Boler-Davis was named U.S. vice president of customer experience on February 7, 2012. On June 1, she assumed responsibility for GM's global quality activities.

Formerly, Davis was plant manager of Orion Assembly and Pontiac Stamping simultaneously. This appointment included the dual role of vehicle line director and vehicle chief engineer, North America Small Cars, which she held until January 2011.

Davis began her GM career in 1994 as a manufacturing engineer at the Midsize/Luxury Car Group at the GM Tech Center in Warren.

### 'Trailblazer' Marketing Award Given For 'Imported from Detroit'

Saad Chehab, president and CEO, Chrysler Brand for Chrysler Group LLC, will be this year's recipient of the Marketing & Sales Executives of Detroit's (MSED) Trailblazer Award at the organization's annual Black-Tie Gala to be held at the Roostertail in Detroit Oct. 18.

The Trailblazer Award recognizes an individual whose work significantly impacted the company they work for and the landscape of their industry.

As the head of Chrysler Brand, Chehab led the team that developed the well-known and successful "Born of Fire" commercial and "Imported from Detroit" campaign.

Chehab is also a member of the Group Executive Council as head of Lancia and Chrysler Brands for Fiat S.p.A.

"We are honored to have Saad Chehab as the Trailblazer Award winner at this year's Gala," said Dave Harries, chairman of the MSED Gala and president of Spartan Marketing Services.

"In a world where social media has put corporate decision-making under intense scrutiny, the launch of the 'Imported from Detroit' campaign with the now-famous two-minute commercial, 'Born of Fire,' was a very bold move no company before Chrysler was willing to make. It made all of us in this region very proud of where we live and work."

The event celebrates the exceptional achievements of business executives, and sales and marketing professionals in Southeastern Michigan. It is the 19th annual black-tie fundraiser to be hosted by the MSED. Proceeds from the event benefit scholarships, educational seminars and charitable contributions.

"The Gala provides an opportunity for marketing and sales professionals to celebrate the achievements of their peers, network with other area business professionals and serves as a primary funding source for MSED education scholarships," said Harries.

One individual and one team of Southeast Michigan's top sales and marketing professionals will also be recognized and receive MSED's Platinum Award. The award honors those whose work distinguishes themselves in the field and helps their companies achieve or exceed critical business goals.

The winners are nominated by their professional peers and se-

lected for their outstanding sales and marketing performance, which led to awarding or generation of new business and/or cost savings during 2011 and the beginning of this year.

Also at this year's Gala, Jay Farner, president and chief marketing officer of Detroit-based Quicken Loans Inc., will be presented with MSED's Executive Leadership Award.

An exclusive Trailblazer sponsorship package is available for this event. As one of the benefits, two of the six seats the purchasing company receives will be at Chehab's table during The Gala.

Tickets for the black-tie event cost \$150 for MSED members, \$195 for non-members, \$1,100 for a member's table of eight and \$1,400 for a non-member's table.

### Paris Show Floor Surface Reproduces Real-World Terrains for Jeep Display

AUBURN HILLS – At this year's Paris Motor Show, the Jeep brand will showcase to the public three new, special-edition models.

Making their debuts are limited editions for the flagship Jeep Grand Cherokee, the Jeep Wrangler and the urban compact SUV Jeep Compass.

In the spotlights of the Jeep stand in Paris, the new Jeep Grand Cherokee SRT Limited Edition model is available exclusively in Bright White.

This special-edition vehicle is based on the SRT model of the Jeep Grand Cherokee and boasts a distinctive look with blacked-out details and a 6.4-liter HEMI engine producing 468 horsepower.

The Jeep brand also debuts in Paris the new Jeep Wrangler Moab special-edition model. Showcased in the all-new Rock Lobster body color, this new factory-customized Wrangler is inspired by the American region of Moab, Utah, well-known for outdoor activities and off-road adventures.

Showcased in Paris for its European premiere, Jeep officials say the new Jeep Compass Overland special-edition model brings new elegance and premium appointments to the urban compact SUV of the Jeep family. With a rich offering of infotainment features, say Jeep officials, the new Overland is the most exclusive model in the Compass lineup.

Other vehicles also displayed at this year's Paris Motor Show in-



Saad Chehab

The price includes a cocktail reception, dinner and afterglow reception.

For information about tickets, event details or sponsorship opportunities, contact meeting coordinators at 248-643-6590 or go to [www.msedetroit.org](http://www.msedetroit.org).



Ford employees gather on the lawn outside the Glass House.

## Dearborn, Four Other Cities Witness Debut of '13 Fusion

by Jim Stickford

Bad weather couldn't stop Ford Motor Co. from going forward with the Dearborn portion of a nationwide launch of the 2013 Ford Fusion.

The automaker held special events in Dearborn, New York City, Miami, San Francisco and Los Angeles on Tuesday, Sept. 18.

At the Dearborn event, held right outside the company's world headquarters, hundreds of Ford employees who had worked on the development of the new Fusion got treated to a hot dog and ice cream lunch, later followed by an attempt to hold an official Guinness World Records game of red light/green light.

The employees who worked so hard to make the new Fusion got a chance to see the new vehicle, which is now being shipped to dealerships around the country. The car should be for sale every where by the middle of October.

Judy Curran, Vehicle Line director for the Fusion and all CD platforms, spoke to the crowd

first. She thanked them for their hard work and said the new Fusion is a global vehicle developed by a global team. Its platform, labeled the CD platform, is a mid-size evolutionary platform, Curran said.

"The Fusion is an important car for Ford because the mid-size market is becoming a more popular segment to the American public," she said. "The Fusion will offer the public the broadest range of powertrains in the mid-size market. It gives the public the power of choice."

Group Vice President of Global Development Raj Nair then told the crowd that he was glad to be in Dearborn and that Alan Mulally was participating in the Times Square portion of the event.

Nair said the new Fusion has five powertrains available to consumers, include two eco-boost systems. He said it "blows the Toyota Camry away."

The new Energi is a plug-in that will be available next year.

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