

# ‘We’re Taking a Proactive Approach To Ensure Customers Receive Expert Support’ – GM’s Boler-Davis

In an industry first, GM is deploying a team of 25 young and tech-savvy Connected Customer specialists to dealerships nationwide to help owners understand how to get the most out of their Chevrolet MyLink, Cadillac CUE and Buick and GMC IntelliLink infotainment systems.

“While our infotainment systems are designed to be intuitive and easy to operate, we’re taking a proactive approach to ensure customers receive the expert support they may need,” said Alicia Boler-Davis, vice president of GM Global Product Quality and Customer Experience. “This is one of many ways we are taking care of our customers after they’ve made their purchase.”

Hundreds of applicants were considered for the 25 positions allocated specifically to training and educating GM dealerships on the use of the MyLink, CUE and IntelliLink systems, capable of providing information, navigation, communication and entertainment.

The infotainment specialists have worked in numerous tech support roles dispensing counsel at “genius bars” for computer and communications companies,

helping customers navigate through new technologies. The specialists will work mostly in geographic areas they’re already familiar with demographically and culturally.

“Our new specialists with an average age in their mid-twenties bring the right kind of experience to our team,” said Boler-Davis. “They grew up with the phones and technology that our infotainment systems connect with. They know customers and will help with their needs, which is what our company is all about.”

Ara Eckel, a Connected Customer specialist leader in New York, worked in the training department at one of the best-known computer companies in the world. “Bringing that knowledge to my new infotainment job at GM will help with our goal to exceed expectations of our customers,” Eckel said.

Zita Zheng, a Connected Customer specialist working in Seattle, added: “There is a high level of expectation and comfort when it comes to computers, tablets and cell phones and other technologies we use every day. I will make sure that GM’s customers enjoy the same levels of comfort



These 25 young people that GM has hired have the technical background to train dealership personnel in the use of MyLink, CUE and IntelliLink infotainment systems.

with their vehicle infotainment systems that might be new to them.”

Connected Customer specialists will help identify and train certified technology experts at every U.S. Chevrolet, Cadillac, Buick and GMC dealership, as well as sharing customer feedback to the GM quality and engineering teams to make improvements in current and future vehicle programs.

In addition to the training provided by the specialists to GM dealerships to support and help customers, a dedicated call center with a direct OnStar link assures that customers are connected, knowledgeable and com-

fortable with their sophisticated new infotainment systems.

“This total initiative is another example of GM’s transformation into a customer-centric organization with the goal of providing the most exceptional and memorable ownership experiences in the automotive industry,” said Boler-Davis.



Warren real estate brokers Richmond Inger, left, and Scott Zemens, right, celebrated the opening of Global Realty with Macomb treasurer Ted Wahby.

## East Coast Car Sales to Recover

New-car sales are expected to hit 14.7 million seasonally adjusted annual rate (SAAR) in November, slightly outpacing the 14.3 million unit pace achieved last month when Superstorm Sandy swept the East Coast, according to Kelley Blue Book, [www.kbb.com](http://www.kbb.com), the leading provider of new and used car information.

Although sales remained somewhat suppressed in storm-devastated parts of the Northeast immediately following the storm, it looks as though the worst may be behind us.

Sales were hard-hit in New Jersey, where retail sales volume declined drastically in the days immediately following the storm. New Jersey typically accounts for 3 to 5 percent of all sales in the United States.

In the week immediately following the storm, New Jersey saw its share of nationwide sales volume decline to 1 percent, its lowest share for the state this year.

While New Jersey was most heavily impacted by Sandy’s aftermath, vehicle sales in New York similarly fell. In both states, auto sales have steadily returned to pre-storm levels of activity.

“Kelley Blue Book anticipates buyers that were forced to delay a purchase due to the onset of the storm will continue to return to market during the next several weeks,” said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. “Additional demand will come

from residents that unfortunately had a vehicle destroyed.

“These consumers will likely help make the last weekend of November a strong one for the automakers with demand for replacement vehicles continuing into December.”

Considering the thousands of consumers who will need to find a replacement vehicle in the near future, Kelley Blue Book expects sales to continue to trend upward during the last days of November, setting up the market for what could be a very strong December.

While November’s sales results appear on pace to achieve par for the course, December could be the strongest month in vehicle sales in 2012.

## New ‘One-Stop’ Realty Opens in Warren

Scott Zemens and Richmond Inger made their dream of owning their own business a reality when they officially opened the doors of Global Realty on Mound Road in Warren on Nov. 29.

The two men had worked together in a Remax realty office for a decade.

“We opened up our own office because we wanted to expand our business,” Zemens said. “When you work for an outfit like Remax, you have limits. You can’t expand into another territory because it is covered by another Remax office. With franchises, there are limits to what you can do.”

“We also needed more space,” Inger said. “We operate multiple businesses. We do property management, real estate investments and real estate developments. We’re what you call a one-stop operation and needed an office to accommodate all that we do.”

So they bought their building on Mound Road and began fixing it up. Their unofficial opening was back in August, but all the construction and refurbishing wasn’t completed until recently.

Zemens said while they do a lot of different things, they specialize in selling to first-time home buyers. The homes they represent are often newly constructed or newly remodeled.

Inger said the cost of the houses they most often sell are what attract first-time buyers. These homes typically go for between \$150,000 and \$275,000 – the usual price range for first-time buyers. But they sell all kinds of homes to all kinds of buyers.

Zemens said in addition to selling homes, Global Realty also

buys them. Some they fix up and resell at a higher price – known as “flipping” a house. Some they rent out and some they sell through land contracts, where the buyer makes a down payment, then a regular payment to the agency until the house is paid off.

They do that, Zemens said, because first-time buyers often can’t get a mortgage.

“Our main goal is to stabilize as many communities as we can in metro Detroit,” Inger said. “Our main push is to buy distressed homes, remodel them so that

they are up to code and sell them to owner-occupants. There are other companies that do this, but we feel we can make a difference.”

Right now, the partners are looking at opening another office, perhaps downriver or in St. Clair Shores.

Getting the office up and running was a bit of a chore, Zemens said. “People have to get used to the phone system and learn how to use the computers,” he said.

But, once they got past their growing pains, the business started running smoothly.”

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