

1.0 – Screen Title: Mercedes-Benz Co-Brand Card Training

Onscreen Content



Description:	N/A
Audio Script:	[Narrator] Welcome to the Mercedes-Benz Products training. Click the Instructions tab in the upper-right corner to learn how to navigate the training.
Required assets:	N/A
Notes:	

2.0 – Screen Title: Audio

Onscreen Content

This web-based training contains audio narration.



If you do not have headphones, view the transcript by clicking the *Notes* button located in the bottom right.

Description:	N/A
Audio Script:	N/A
Required assets:	N/A
Notes:	

3.0 – Screen Title: Scenario

Onscreen Content

**Description:**

On this screen, we are setting up the learning scenario.

Audio Script:

[Narrator]

Erica is a tenured CCP. She's been asked to help Jonathan, a new CCP, learn about the new Mercedes-Benz Card products from American Express so that he can explain the features and benefits to customers.

Click Next to follow their conversation.

Required assets:

N/A

Notes:

4.0 – Screen Title: Card Introduction

Onscreen Content



Description:	As Erica (Learning Guide) talks, each MB Card will fade in as she mentions them in her narration. Erica will fade in when she speaks, and will fade out when Jonathan appears and starts to speak.
Audio Script:	[Erica] Well, Jonathan, I'm looking forward to telling you more about these Mercedes-Benz products. I think American Express's partnership with a great luxury brand like Mercedes-Benz is really exciting. [Jonathan] Sounds like a winning combination! [Erica] I agree! So here are the two Mercedes-Benz Cards from American Express: the Mercedes-Benz Credit Card from American Express and the Platinum Card from American Express Exclusively for Mercedes-Benz. [Jonathan] What's the launch date for these products? [Erica] August two thousand eleven. [Jonathan] And what are the differences between the Cards?

	[Erica] Let's take a look.
Required assets:	Need icon to represent ECCO. When learner sees this, they know more information can be found in ECCO. (ECCO text not on this screen and other screens yet, but will be later.)
Notes:	Erica, the tenured CCP seen in the opening video, will be the "Learning Guide" for the course, teaching the learner about the MB products. Her image will not appear on every screen, just key screens. Jonathan, the new CCP, will appear on certain screens as well when asking questions.

6.0 – Screen Title: Card Comparison

Onscreen Content



Click a button to learn more about each Card.

Description:	Initial screen state (no buttons have been clicked)
Audio Script:	N/A
Required assets:	The following movie has the layout/interaction needed for this screen. I:\Card\@OpsTrain\Projects\Active Projects\Benjamin\05_Development\Modules Filename is "interactive comparison"
Notes:	As learner clicks a button, corresponding content will appear under each card.

6.6 – Screen Title: Membership Rewards

Onscreen Content

THIS CONTENT WILL ONLY BE VIEWED BY TSC CO-BRAND AND PLATINUM CCPs



Description:	While narrator is describing program, graphics appear depicting topics narrator is discussing (travel certificates, Pay with Points, etc.)
Audio Script:	[Jonathan] So can you tell me a little more about Membership Rewards for the Mercedes-Benz Credit Card? [Erica] Sure! Membership Rewards is the standard tier in the Membership Rewards program. Cardmembers have access to all the rewards available to MR Express enrollees plus: • Better value when using Pay with Points • Point transfers to frequent flyer and guest programs • Travel Certificates • Cruise and Tour Redemption Specialists • Flight Finder Additional Membership Rewards partners are available in travel, fine dining, and upscale retail categories. ECCO has more information about Membership Rewards.
Required assets:	Icons will appear in sync with bullet points above – icons have already been created
Notes:	

6.7 – Screen Title: Platinum Card Comparison

Onscreen Content

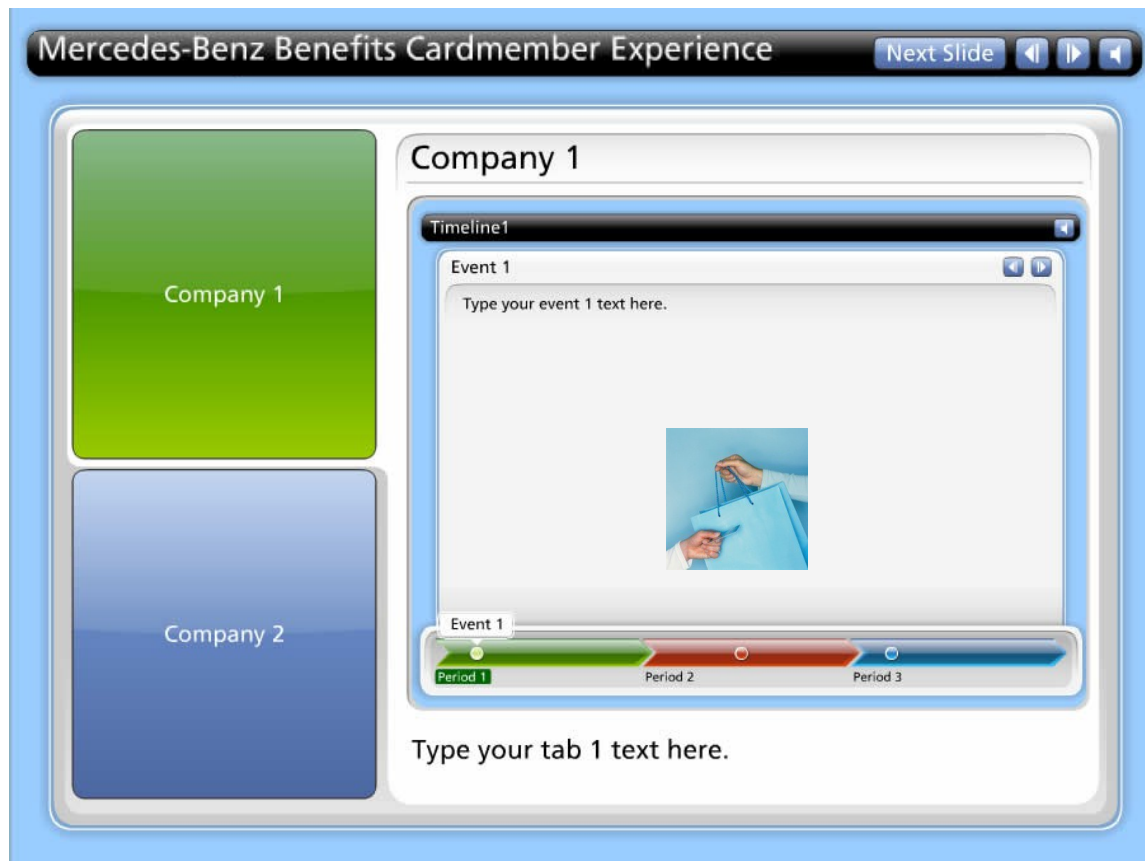
This content is for New Accounts and TSC Platinum Only



Description:	
Audio Script:	[Jonathan] Alright, now I think I understand the differences between the Mercedes-Benz Credit and Platinum Cards from American Express. But what's the difference between our consumer Platinum Card and the Mercedes-Benz Platinum Card? [Erica] Well, let's compare some similarities and differences between the Cards. [Jonathan] Sounds like a plan.
Required assets:	
Notes:	

7.0 – Screen Title: Mercedes Benefits - Cardmember Experience

Onscreen Content



Click on the benefit name. Then click the colored dots to learn more about each step in the Cardmember experience for that benefit.

Description:	Learner clicks one of three MB Benefit buttons on left. The learner clicks colored dot in timeline to see graphics/text of CM experience for that benefit.
Audio Script:	[Jonathan] Here's a question for you: how do Mercedes-Benz Cardmembers actually earn Card benefits? [Erica] Great question. Take a look at the Cardmember experience for each of these benefits. That should clarify things.
Required assets:	N/A
Notes:	Add Intro slide.

7.1 – Screen Title: Mercedes Benefits - Cardmember Experience

Onscreen Content

New Vehicle Purchase Discount

- 1 - Cardmember spends \$XXX or more on their Mercedes-Benz Card.
- 2 – Mercedes-Benz sends reward certificate to Cardmember indicating that they are eligible for \$XXX (Credit Card)/\$XXX (Platinum Card) toward a new vehicle.
- 3 - Cardmember comes to Mercedes-Benz dealership to purchase the new vehicle.
- 4 - Cardmember redeems their \$XXX/\$XXX reward certificate toward the purchase of the new vehicle.

Description:	Learner clicks one of three MB Benefit buttons on left. The learner clicks colored dot in timeline to see graphics/text of CM experience for that benefit. (see screen 7.0)
Audio Script:	N/A
Required assets:	Need custom icons to go with each text description above (1-4). They don't necessarily need to be same concept as graphic examples shown.
Notes:	

7.2 – Screen Title: Mercedes Benefits - Cardmember Experience

Onscreen Content

Annual Reward Certificate

- 1** - Cardmember puts their first purchase on their Mercedes-Benz Card.
- 2** – Mercedes-Benz sends reward certificate to Cardmember for \$XXX (Credit Card)/\$XXX (Platinum Card).
- 3** - Cardmember uses their gift certificate at Mercedes-Benz for genuine Mercedes-Benz Accessories.
- 4** – Cardmember will receive additional certificate each year on the anniversary of the date their Card account was opened.

Description:	Learner clicks one of three MB Benefit buttons on left. The learner clicks colored dot in timeline to see graphics/text of CM experience for that benefit. (see screen 7.0)
Audio Script:	N/A
Required assets:	Need custom icons to go with each text description above (1-4). They don't necessarily need to be same concept as graphic examples shown.
Notes:	

7.3 – Screen Title: Mercedes Benefits - Cardmember Experience

Onscreen Content

Vehicle Lease Mileage Benefit

1 - Cardmember leases a vehicle at dealership and finances lease through Mercedes-Benz Financial Services.

2 – Cardmember drives vehicle and surpasses allowable mileage.

3 – Cardmember goes to dealership and validates that vehicle is leased through Mercedes-Benz Financial Services in their name.

4 – Cardmember is eligible to receive a waiver of up to XXX (Credit Card) / XXX (Platinum Card) excess miles on their lease at the time of lease termination.

5 – Excess mileage waiver cannot exceed XXX miles per lease contract. Lease mileage benefit can only be used one time per year.

Description:	Learner clicks one of three MB Benefit buttons on left. The learner clicks colored dot in timeline to see graphics/text of CM experience for that benefit. (see screen 7.0)
Audio Script:	N/A
Required assets:	Need custom icons to go with each text description (1-5). They don't necessarily need to be same concept as graphic examples shown.
Notes:	As learner clicks a button, corresponding content will appear under each card.

8.0 – Screen Title: Reward Certificates

Onscreen Content

Click [here](#) to view Servicing Responsibility Chart in ECCO.



Description:	When Learning Guide (Erica) mentions MR Rewards or MB certificate, that certificate will fade in. Figures of Erica and Jonathan will fade in and out depending on who's talking. After dialogue is over, Learners will view Servicing Responsibility Chart on ECCO.
Audio Script:	[Jonathan] I'm a little confused. I just learned that Cardmembers can get a reward certificate through Mercedes-Benz by meeting certain requirements. But can't Cardmembers also use Membership Rewards points to get a Mercedes-Benz reward certificate? [Erica] That's right. You've been exploring ECCO, haven't you? [Jonathan] Yep. So to help my Cardmember, I'll need to know which certificate they're talking about, right? [Erica] Right. For instance, if a Cardmember asks about their Mercedes-Benz reward certificate, you'll need to ask some probing questions to find out which certificate they're referring to. For instance, you could ask "Did you redeem your Membership Rewards points for this certificate?" [Jonathan] OK. I understand that probing is important, but how do I handle the inquiry if the Cardmember redeemed their points? And how about if they didn't redeem their points?

	[Erica] Well, here's some information that identifies whether you should handle the call or dial transfer the call to another area. Why don't you take a look. [Jonathan] Will do.
Required assets:	
Notes:	

8.1 – Screen Title: Reward Certificates	
Onscreen Content This Screen Will Be Viewed by ICBS Only	
Description:	
Audio Script:	[Jonathan] I'm a little confused. I just learned that Cardmembers can get a reward certificate through Mercedes-Benz by meeting certain requirements. But can't Cardmembers also use Membership Rewards points to get a Mercedes-Benz reward certificate? [Erica] That's right. To clarify, take a look at this comparison of the certificates.
Required assets:	
Notes:	

9.0 – SSP Promotional Summary Screen

Onscreen Content

This screen will only be seen by TSC CoBrand, Platinum, and MR Servicing

Description:	When Erica mentions Promotional Summary screen, it will appear.
Audio Script:	[Jonathan] Say I've determined that a Cardmember is asking about the annual reward certificate or the reward certificate received after meeting spend requirements. What's my next step? [Erica] You'll need to refer to the Promotional Summary screen to determine if the Cardmember is eligible for the certificate. Take a look at the screen to see what I'm talking about.
Required assets:	
Notes:	Content taken from latest TSC ECCO Draft

10.0 –Applying for Mercedes-Benz Cards

Onscreen Content

Don't Show for MR Servicing, include for IBCS

Application Type	Credit Card	Platinum Card
Direct Mail	✓	
americanexpress.com	✓	

Application Type	Credit Card	Platinum Card
Email	✓	✓
Web banners on Mercedes-Benz websites	✓	✓
Brochure in Mercedes-Benz Dealership	✓	
iPad in Mercedes-Benz Dealership	✓	
Approval through vehicle financing in Mercedes-Benz Dealerships	✓	
Mercedes-Benz Mailings, Billing Statements	✓	

Click a button to learn more about the different ways customers can apply for the Mercedes-Benz Cards.

Description:	There will be two buttons – one for AmEx channels and one for MB channels. When learner clicks on a button, the relevant channel information will appear.
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Audio Script:	[Jonathan] Say that I wanted to apply for one of these Cards. How would I do that? [Erica] Well, there are several ways customers can apply for each Card.
Required assets:	
Notes:	

13.0 – Final Assessment Introduction

Onscreen Content



Description:	Erica and Jonathan fade in and out with dialogue. On subsequent screens, learner will help Jonathan answer MB Card questions from a Cardmember.
Audio Script:	[Erica] So now how do you feel about your knowledge of the two Mercedes-Benz Cards? [Jonathan] A lot better. [Erica] Do you think you're ready to try some calls? [Jonathan] You bet! Let's do it!
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

14.0 – Final Assessment – Scenario 1

Onscreen Content Use for TSC, MR

Customer: I thought I was going to get a Mercedes-Benz reward certificate, but I haven't received it yet. Can you help me out?

How should Jonathan respond to the customer? Choose the best response.

- A. I'm sorry you haven't received that yet. I need to ask you a few questions to understand which certificate you're talking about. Did you redeem your Membership Rewards points for this certificate?

Feedback: Great job! You asked a probing question to find out which certificate the Cardmember was expecting to receive.

- B. There's three different ways you could've received this certificate. You could've received it after making your first purchase on your Card or spending \$XXX or more on your Card. You also could've redeemed Membership Rewards points to get the certificate. Any ideas which one of these you did?

Feedback: Try again. This is correct information, but you're overwhelming the Cardmember with too much detail. Better to begin with a probing question.

- C. My department doesn't handle this. Let me transfer you to Mercedes-Benz.

Feedback: Try again. You should have probed with questions to support first call resolution.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

14.1 – Final Assessment – Scenario 1

Onscreen Content **Use for IBCS**

Customer: I'm thinking about applying for the Mercedes-Benz Credit Card. I read online that if I spend a certain amount I can get a gift certificate. Can you tell me more about this?

How should Jonathan respond to the customer? Choose the best response.

- A. I'd love to help you out. This really is a great benefit of the Card. If you spend \$XXX or more each year, you'll receive a \$XXX off certificate that you can apply toward the purchase price or lease down payment of a new Mercedes-Benz vehicle at an authorized Mercedes-Benz dealership. Let me tell you a little bit more about the Card.

Feedback: Great job! You were enthusiastic and gave the customer accurate, detailed information to answer the question and then continued to your sales presentation.

- B. Actually, I think you're referring to the \$XXX gift certificate you'll get after you make your first purchase on the Card. Where exactly did you read about the reward certificate benefit?

Feedback: Try again. If you go to ECCO, you'll see that there is also a \$XXX off certificate the customer can apply toward the purchase price or lease down payment of a new Mercedes-Benz vehicle at an authorized Mercedes-Benz dealership.

- C. My department doesn't handle this. Let me transfer you to Mercedes-Benz.

Feedback: Try again. You should have attempted to answer the customer's question before transferring him to Mercedes-Benz.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

15.1 – Final Assessment – Scenario 2

Onscreen Content **Modify for IBCS**

Customer: I'm really interested in this Mercedes-Benz Card, but I'm just not sure the annual fee is really worth it.

How should Jonathan respond to the customer? Choose the best response.

- A. You're correct, the annual fee is quite high, but it's in line with the other excellent Card products we offer at American Express.

Feedback: Try again. You shouldn't reinforce the Cardmember's perception that the annual fee is too high and you shouldn't justify the fee by comparing it to other American Express Card products.

- B. I can understand your concern. However, we do have another Card product I'd like to tell you about. It's called the Mercedes-Benz Credit Card from American Express, and it only has a \$XXX membership fee.

Feedback: Try again. You gave correct information but didn't make a strong case as to how the benefits and rewards of the product outweighed the annual fee.

- C. I can understand your concern. I'd like to point out one of the tremendous benefits of this Card. You'll earn 5 Membership Rewards® points for every eligible dollar charged and billed on your Card at authorized Mercedes-Benz dealerships. So for example, if you spend \$XXX, you'll have XXX points to redeem toward outstanding products and services.

Feedback: That's right! You quantified how much the Cardmember could earn by using his Card at Mercedes-Benz dealerships. This helped the Cardmember see the value of the product and understand that the fee is justified by the great rewards we offer.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

15.2 – Final Assessment – Scenario 2

Onscreen Content **MR Specific**

Customer: Overall, I like my Mercedes-Benz Card but I'm just not sure the annual fee is really worth it.

How should Jonathan respond to the customer? Choose the best response.

- A. Can you hold while I dial transfer you to our Card servicing department that can better assist you with your question?

Feedback: Correct. By dial transferring the call, you allowed TSC to appropriately respond to the Cardmember's inquiry.

- B. Wow, that is expensive. I'm not really sure why the fee is so high. Our other cards have more reasonable fees.

Feedback: Try again. You were not supporting the value proposition for this product. You should have dial-transferred to TSC so they could appropriately handle the call.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

16.0 – Final Assessment – Scenario 3

Onscreen Content Use for ACQ, TSC - Tailor for co-brand, platinum, NA

Customer: I don't really understand how the lease benefit works. Can you help me out?

How should Jonathan respond to the customer? Choose the best response.

- A. Sure! This is a great benefit if you love to drive your vehicle. You're eligible to receive a waiver of up to XXX excess miles on your lease at the time the lease terminates. You must lease your vehicle through Mercedes-Benz Financial Services in your name. The excess mileage waiver can't be more than XXX miles per lease contract.

Feedback: That's correct! You thoroughly answered the Cardmember's question by emphasizing the benefit's value and explaining terms and conditions of the benefit.

- B. I'd be happy to. Any time before the lease end, you're eligible to receive a waiver of up to XXX excess miles on your lease.

Feedback: Try again. The information you provided is incorrect. You should have said that the Cardmember is eligible to receive a waiver of up to XXX excess miles on their lease at the time the lease terminates.

- C. I'd love to help out! You can receive up to XXX excess miles on your lease at the time of lease termination.

Feedback: Try again. This is good information but by explaining the benefit a little more, you can underscore the Card's value and build more excitement for the Cardmember.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

16.2 – Final Assessment – Scenario 3

Onscreen Content **MR Specific**

Customer: I don't really understand how the lease benefit works. Can you help me out?

How should Jonathan respond to the customer? Choose the best response.

- A. In order to better assist you, I need to transfer you to another department that can assist you with this lease benefit question.

Feedback: That's correct! You dial-transferred the call to TSC who could explain the lease benefit.

- B. You can't use your Membership Rewards points for this. I think other companies might allow this, but not American Express.

Feedback: Try again. The information you provided is incorrect. You confused the Cardmember. You should have dial-transferred to TSC. Please refer to the servicing responsibility chart in ECCO.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

17.0 – Final Assessment – Scenario 4

Onscreen Content **Use for NA, TSC**

Customer: I'm just not sure I'd earn enough points to make the Mercedes-Benz Credit Card from American Express worth it.

How should Jonathan respond to the customer? Choose the best response.

- A. Unfortunately, you can only use your certificate at participating Mercedes-Benz dealerships.

Feedback: Try again. Your response seemed apologetic and didn't emphasize the value of the reward certificate.

- B. I'm glad that you're asking about the outstanding benefits that come with the Card! It's actually very easy to earn points. **For example...(describe 3X, 2X, 1X)**

Feedback: Great job! You answered the Cardmember's question and further emphasized the value of the Card by explaining the ways customer can earn points.

- C. You'll earn different points depending on how you use your Card.

Feedback: Try again. Although you gave a correct response, you could've given more detailed information to emphasize the value of the Membership Rewards for this Card.

Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

17.1 – Final Assessment – Scenario 4

Onscreen Content **Modify for IBCS**

Customer: Where can I use my reward certificate?

How should Jonathan respond to the customer? Choose the best response.

- A. Unfortunately, you can only use your certificate at participating Mercedes-Benz dealerships.

Feedback: Try again. Your response seemed apologetic and didn't emphasize the value of the reward certificate.

- B. I'm glad that you're taking advantage of the outstanding benefits that come with your Card! You can use the certificate at participating Mercedes-Benz dealerships to purchase genuine Mercedes-Benz Accessories. And you'll receive an additional certificate each year on the anniversary of the date when you opened your Card account.

Feedback: Great job! You answered the Cardmember's question and further emphasized the value of the Card by explaining that he'd receive additional certificates on the anniversary date he opened his account.

- C. I'm sure you'll love the benefits and rewards with this Card. You can use the certificate at participating Mercedes-Benz dealerships.

Feedback: Try again. Although you gave a correct response, you could've given more detailed information to emphasize the value of this benefit.



Description:	
Audio Script:	N/A
Required assets:	N/A
Notes:	Four cutout photos of Jon each with increasing confidence (for assessment questions on following screens)

19.0 – Survey

Onscreen Content



Please click [here](#) to give your feedback on the training.

Description:	Learner will click a survey link to give their impressions of the effectiveness of the training.
Audio Script:	[Narrator] Thank you for completing the Mercedes-Benz Products training. Please complete a short survey by clicking the link at the bottom of the screen.
Required assets:	
Notes:	