

HERO GOODLIFE PROGRAMME DEALER REFERENCE GUIDE



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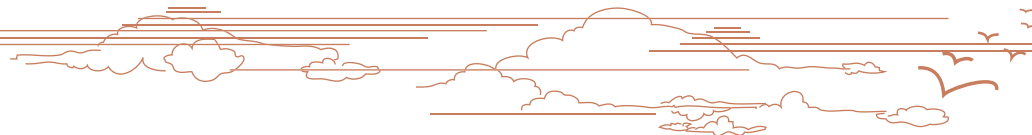
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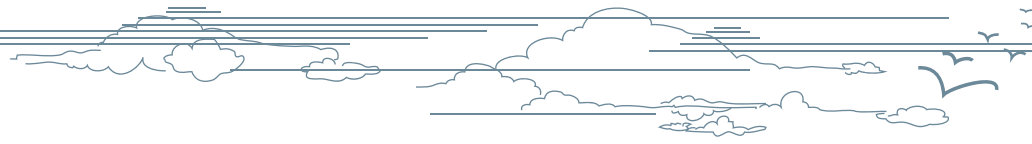
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Hero
GoodLife



Hero Motocorp Limited – An Overview

Hero Motocorp Ltd. is the world's largest two-wheeler manufacturer. Started in 1984, in a Joint Collaboration Agreement between Hero Cycles and Honda Motor Co. Ltd. of Japan, Hero Motocorp Ltd. has never looked back. Hero MotoCorp had forayed into the South American country Colombia, by commencing construction of its fully-owned manufacturing plant in the country apart from 4 fully functioning plants in India.

Hero Motocorp Ltd. is a pioneer in the Indian motorcycle industry. It was the first two-wheeler manufacturer in India to introduce the four-stroke engine in the CD 100. Marketed true to its proposition as a "Fill It – Shut It – Forget It" two-wheeler, the CD 100 was the first of many accolades achieved

by Hero Motocorp Ltd. It was the first Indian motorcycle which did not cause the pollution that was a norm with two-stroke engined motorcycles.

The company has had resounding success on numerous occasions. Apart from being India's most trusted motorcycle brand, it held the No. 1 position as a motorcycle manufacturer back to back, until 2007. After the strong presence of the CD 100 on the Indian roads, Hero Motocorp Ltd. (then Hero Honda) launched the Splendor in 1994 which went on to become the highest selling two-wheeler in the world and crossed the 5 million units sold mark by 2004. In 2008, Hero Motocorp Ltd. celebrated crossing the 25 million production mark. In 2012, Hero Motocorp Ltd. also made its first venture into neighbouring Nepal and has been

received very well there as well.

A company that resides on achieving firsts, Hero Motocorp Ltd. introduced the first Indian made 156 CC motorcycle, the CBZ in 1999. The success carries on today in the form of a better and more powerful CBZ Xtreme. In 2003, Hero Motocorp Ltd. hit another high note with the launch of India's first premium sports motorcycle, the Karizma. Success on these sports motorcycles has shaped the current trends in the Indian motorcycle industry. The company also took up the challenge and brought fuel efficient and reliable scooters into the mainstream.

It came as no surprise when the Hero Motocorp Ltd. sales strategy was not hit by the global recession. It was a proud pay-off to

over 20 years of building and retaining quality and dependability.

The strength of Hero Motocorp Ltd. comes from an amazing display of engineering and dedication at the 4 production plants. The plants in Dharuhera, Gurgaon (Haryana), Haridwar (Uttarakhand) and Neemrana (Rajasthan) together produce over a staggering 6.9 million two-wheelers in a year.

Today, the Hero Motocorp Ltd. family boasts of 15 two-wheelers to select and over 6000+ official sales centres to buy them from. With continued focus on reliable, fuel-efficient and environmentally friendly technology, Hero Motocorp Ltd. aims to better the lives of millions in the coming years.



Hero GoodLife Customer & Relationship Management

“A customer is the most important visitor on our premises. He is not dependent on us; we are dependent on him. He is not an interruption in our work; he is the purpose of it. He is not an outsider in our business; he is part of it. We are not doing him a favour by serving him; he is doing us a favour by giving us an opportunity to do so.”

– Mahatma Gandhi 1923

Importance of Customer Relationship Management

“CRM is a business strategy to build loyalty and sales with one’s best customers.”

– Janet Murphy

CRM or Customer Relationship Management is a process that businesses use to organize and track their confirmed and potential customers. It is also used to streamline business practices and enhance the efficiency of such practices.

The importance of CRM lies in the very fact that it is used to ensure that businesses are giving their customers the best service and are constantly meeting their needs. It can help any business improve its efficiency and customer contacts. It also plays a large role in successful marketing campaigns and can be a huge help to the sales staff in identifying customer buying trends.

CRM recognizes the fact that customers are the most precious assets for any business. Looking after their customers should be high on the list of the company’s priorities; failure to do this will mean they will look elsewhere and go to one of their competitors. This should be avoided by businesses at all cost and CRM ensures that this does not happen.

Hero Motocorp GoodLife – An Overview

Hero Motocorp Ltd. has always endeavoured to make its relationship with its customers better and convenient by creating something new and unique to ensure customer engagement. As part of this effort to provide more value to the existing and new programme members, Hero is pleased to present Hero GoodLife Programme of Relationship Rewards.

Hero GoodLife Programme, a convenient way to enjoy the good things in life with more rewards and privileges.

The programme is one of the largest of its kind with over 1.5 million members and growing fast. It has not only helped Hero understand its customers and deliver value at different price points, but has also created a loyal community of brand ambassadors.

Hero GoodLife Programme opens a world full of exciting rewards and benefits. We have made some significant and far reaching changes to make the Hero GoodLife Programme even better. Friends for life referral campaign enhanced point structure, extended helpdesk timings, value deals from allied partners and the opportunity to take home to better gifts are just some of the ways we aim to continue to bring delight to our customers in our journey of success.



Objectives of Hero GoodLife Programme:

- 1 To create a loyal base of customers through indepth data insights using a consolidated customer database
- 2 To increase customer usage and retention at authorised outlets
- 3 To increase business sales through refferrals
- 4 To serve as a distinct 'plus' to the Hero brand.

Section: 1 Programme Overview

1. What is Hero GoodLife programme?

Hero GoodLife Programme is an exclusive rewards and relationship programme for users and owners of Hero two-wheelers across the country. On successful enrollment into the programme, members are entitled to exciting rewards and benefits that will complement their lifestyle.

The Hero GoodLife Programme is divided into three tiers – Gold, Platinum and Diamond. Depending on the tier, members are entitled to rewards, privileges and point accumulation options. As a member earns more points, he/she will be upgraded to the next tier, thereby enjoying rewards & benefits of higher value.

Upon enrolment a member is eligible for Gold Membership wherein they earn points for every Rupee spent at Hero authorized dealerships.

a. GoodLife programme offers discount on Parts & Accessories. The member gets a special discount* of 2% (in case of Gold) on purchase of parts and accessories. The discount increases as the member upgrades to higher tiers. This discount is valid for purchase of parts in a service centre as well as those bought over the counter, and is valid for the entire 3-year period of the Hero GoodLife Programme membership.

b. Bonus Points:

- a. 175 or 275 (depending on the membership type) bonus points and a special Welcome gift* at the time of enrolment.
- b. 100 bonus points per service. Additional 500 continuity bonus points on every 6th regular service*
- c. 50 bonus points for every PUC certification of the two-wheeler*
- d. Special bonus for making a transaction on birthdays* (+ - 7 days)

c. Free Rider's Insurance worth Rs. 100,000/-

d. Referral Points: referral points increases with each tier*.

- a. Gold members earn 3000 bonus points on recommending a Hero two-wheeler to friends or family and 6000 bonus points on self-upgradation of a Hero two-wheeler
- b. Platinum members earn 3500 bonus points on recommending a Hero two-wheeler to friends or family and 7000 bonus points on self-upgradation of a Hero two-wheeler
- c. Diamond members earn 4000 bonus points on recommending a Hero two-wheeler to friends or family and 8000 bonus points on self-upgradation of a Hero two-wheeler.

*Terms and Conditions apply.
Subject to change without prior notice.



2. Who is eligible for the Hero GoodLife Programme?

Anyone who is 18 years of age or above and owns or uses a Hero two-wheeler is eligible for membership to the Hero GoodLife Programme.

3. Programme identity

a. Hero GoodLife Welcome Kit – Gold Membership

After successful enrollment into the Hero GoodLife Programme, a member will receive an Instant Hero GoodLife – Gold Welcome Kit. This Welcome Kit comprises of:

- A Hero GoodLife Booklet.
- Insurance Certificate of either 1 or 3 year validity basis the opted duration and fee paid.
- 175 or 275 bonus points depending on the membership type.
- Welcome gift

The GoodLife Card carries a magnetic strip along with a bar code. It is non-personalized with the Membership No. Refer to the card picture below to know more.



b. Hero GoodLife – Platinum membership

Upon reaching the 5000 points milestone, the member will be automatically upgraded to the next tier, Platinum membership in the programme

On upgrading, the member will receive a platinum welcome kit and a personalized Platinum Card with member name & validity printed on card. The existing points will be transferred as it is.

The platinum member will be entitled to an additional set of benefits and privileges in the programme. The benefits are as follows:

- a. Additional points earning -1.25 points for each 1 rupee spent
- b. 3% discount on Parts*
- c. 5% discount on Labour*
- d. Referral bonus of 3500 points and 7000 bonus on self-referral

The GoodLife Card carries a magnetic strip along with a bar code. Refer to the card picture below to know more.



Signature Panel

*Terms and Conditions apply. Subject to change without prior notice.



c. Hero GoodLife – Diamond Membership

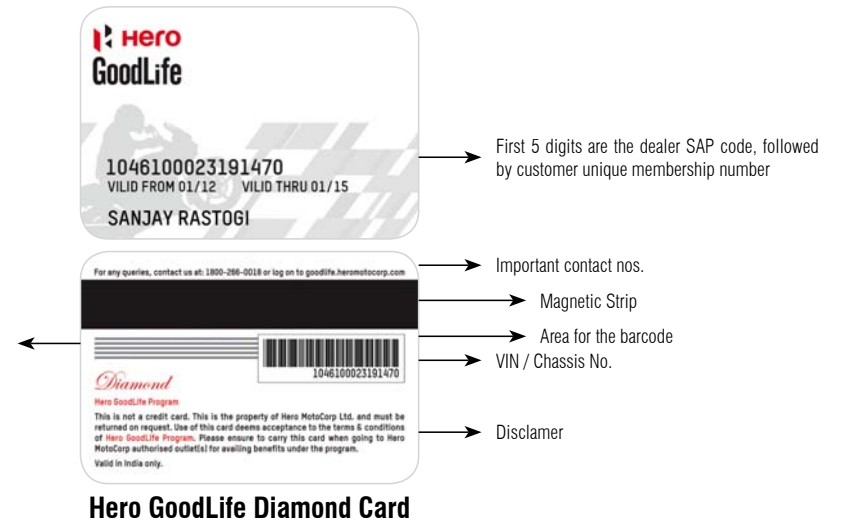
Upon reaching the 50000 points milestone, the member will be upgraded to the next tier, Diamond Membership in the programme

On upgrading, the member will receive a platinum welcome kit and a personalized diamond card.

The diamond member will be entitled to an additional set of benefits and privileges in the programme. The benefits are as follows:

- a. Additional points earning -1.5 points for each 1 Rupee spend
- b. 5% discount on Parts*
- c. 10% discount on Labour*
- d. Referral bonus of 4000 points and 8000 bonus on self-referral

The GoodLife Card carries a magnetic strip along with a bar code. Refer to the card picture below to know more.



*Terms and Conditions apply. Subject to change without prior notice.



d. Hero GoodLife – Lady Rider Membership

After successful enrollment into the Hero GoodLife Programme, a member will receive an Instant Hero GoodLife – Lady Rider Welcome Kit. This Welcome Kit comprises:

- A Hero GoodLife Booklet.
- Insurance Certificate of either 1 or 3 year validity basis the opted duration and fee paid.
- 175 or 275 bonus points depending on the membership type.
- Welcome gift



The GoodLife Card carries a magnetic strip along with a bar code. It is non-personalized with the Membership No. Refer to the card picture below to know more.

