

# FAQs 1.29.2021

## CUSTOMER HANDLING PROCESSES

### Bronco Reservations Converted to Order and Canceled in WBDO by Accident

1. Customer to first submit a new reservation at their preferred dealer under the same Ford account/email
2. Once the new reservation is submitted, Dealerships will need to send an email to [REDACTED] with the required information below
  - a. Email Subject Line: **[Dealer Code] + Accidental Order Deletion in WBDO**
  - b. Dealer Deleted Order in WBDO Yes/No:
  - c. Customers Ford.com Profile Email:
  - d. Cancelled Reservation #:
  - e. New Reservation #:
3. The IT team will manually override the timestamp to the original and keep the customer in reservation status
  - a. NOTE: Process could take up to 1-2 weeks to administer
  - b. NOTE: Dealers must wait for the timestamp to be reinstated prior to converting again

### Bronco Reservations Converted Without Customer Consent

1. Dealers first reach out to their impacted customers to explain what happened and gather customer's configuration details or set up consultation to edit within WBDO
  - a. Changes to the order can be made until the order receives a scheduled date / VIN
2. If the customer does not want their reservation converted, the Customer should call the Ford Customer Relationship Center at 1-800-334-4375 to change their order back to a reservation and maintain their timestamp
  - a. CRC will batch collect customer details and send to IT team to manually reinstate timestamp.
  - b. Note: Process could take up to 1-2 weeks to administer

**REMINDER:** Dealers and field should not be calling CRC directly

## ORDERING / WBDO

- **Where can the Field or Dealers direct WBDO issues (i.e. Error Messages, options missing, etc.)?**  
For fastest response times, we recommend all questions be directed to [REDACTED]
  - For assistance with WBDO, the following resources are available:
    - Order entry help or questions: 888-207-1248 option 4
    - Live chat: Dealers Ask Ford → Report an issue → Vehicle Order Processing Center under Chat Enabled teams
- **Is the Dealer Code supposed to automatically populate in WBDO? As it currently does not show dealer code under retail order info/ ship to.**  
No. The vehicle will be automatically shipped to the ordering dealer. If the dealer needs to change the destination (for example they have multiple stores and wants it delivered to another store than the one who received the reservation), they'll have to add the new store's sales code in the Ship To Dealer code field
- **Is there a way to get a reservation to order conversion to show up faster in WBDO? Or have consistency in the timing?**  
Effective 1/28/2021 the sync will run every 5 mins. Dealers will see converted orders now reaching WBDO faster.
- **How does the company know if a dealer prioritized orders correctly via the time stamp or not? There is no time stamp shown in WBDO?**  
The dealer does not need to prioritize their orders in WBDO based on time stamp. Our ordering, scheduling, and eCommerce systems tie the reservation time stamp to the order in WBDO and will use it as a surrogate for priority code when selecting orders for scheduling.
  - A list of reservations by timestamp is available only through the [REDACTED]

- **If a customer is wanting to think about an order combination before converting their reservation to an order, can the order be saved and not submitted?**  
Saved order capability is available in WBDO. After creating a new order in WBDO the user can right click on the order row and select save. That saved order does not feed the Ford order banks until it is submitted.
- **What data transfers between reservation system and WBDO?**  
Only series and door were collected with reservation. All other options are default data. Colors, options, etc. will need to be configured at time of conversion.
- **Feature Option Name Discrepancies between Build & Price / Order Guide & Price List / WBDO:**  
We continue to collect field and dealer feedback via [REDACTED] on any nomenclature inconsistencies and will work to modify each system appropriately. Items being looked into as of 1/28/2021 include:
  - Build & Price
    - Wildtrak Interior: Updating nomenclature to match Order Guide and WBDO
      - Order Code: PV (Cloth Medium Sandstone with Black Onyx)
      - Order Code: TV (Leather Medium Sandstone with Black Onyx)
    - Standard/Mid/High/Lux Packages: Adding PEP Code (101A, 221A, etc.) to package descriptions for additional clarification
      - Part Number: M-15200K-BML (Mirror Mounted Off Road Light Kit/Pod Lights)
    - Pod Lights: Requesting change to accessory description to match published Bronco accessory list
    - Series Base Pricing: Working to update to match WBDO; discrepancy caused by equipment group packages being counted in different places.
    - Tube Step + Splash Guards: Updating to restrict this combination per order guide restriction
      - Order Code: 18D (Tube Step – Powder Coated)
      - Order Code: 17B (Splash Guards)
  - Order Guide & Price List
    - Body Code Descriptions: Updating to remove PEP Code and replace with Automatic Transmission where applicable to clarify pricing listed
  - WBDO
    - “SIDE STEP-ROCK” in WBDO – updating to “ROCK RAILS” to match B&P / Order Guide
    - “UNDERBODY PROTECTION” change to “UNDERBODY AERO SHEILD” for product consistency
    - “ICE FEATURE PACK 1” change to “NO NAVIGATION” to match B&P and Order Guide

## SCHEDULING

- **Does the priority code 99 still translate to "do not schedule?"**  
Yes. Any vehicle on 99 priority code will not schedule until the priority code is changed.
- **Will there be updates on controlled commodities throughout the scheduling period so dealers can consult with their customers in real time on whether they'll get those options on a 21 MY Bronco?**  
Yes. Like other vehicle lines, we will provide a commodity guide for each wholesale cycle.

## ALLOCATION

- **How is a dealership's final allocation amount calculated?**  
The allocation formula remains the same based on the number of converted reservations with timestamp prior to 9/19/20
  - Estimated Allocation: 50% Dealer Reservation Count – % of nation / 25% Retail Share of Nation / 25% Wrangler, 4Runner Registrations
  - Final Allocation: 50% Dealer *Converted* Reservation Count – % of nation / 25% Retail Share of Nation / 25% Wrangler, 4Runner Registrations

- **Are reservations that did not come in prior to September 19<sup>th</sup> included in the denominator of what determined a dealership's allocation?**

Converted reservations with timestamp prior to September 19<sup>th</sup> are used in the allocation formula. Any reservations that were submitted after that date will not be used in the allocation formula, whether they are converted or not.

Customers with reservations that did not come in prior to September 19<sup>th</sup> are still encouraged to convert their reservation to orders if they want to build for 21MY. This will allow them to receive an estimated timeline via the Bronco team in May.

## 21 MY vs. 22MY / CONVERSION PROCESS

- **If a customer wants options that are late availability 21MY, should they convert their reservation to an order?**  
Yes. Converting reservations during the conversion window will ensure customers receive an estimated delivery window in May. It does not, however guarantee a 21MY Bronco
- **If a customer wants to wait for 22MY Bronco features, should they convert their reservation to an order?**  
We recommend, with customer consent, the dealer converts the order and leaves it in the order bank untouched with a 99 priority code so that it does not schedule. Using the remarks section in WBDO, see below, the dealership should notate "22MY Wait" for these customers. We are working on a process to convert / "rollover" 21MY orders to 22MY and will have more to share on this at a later date. See above for how a customer can revert their order back to a reservation.

[NEW ORDER](#) [PREVIEW](#) [SUBMIT](#) [MORE ACTIONS](#)

Displaying 1 - 5 of 5 Orders << First < Prev 1 Next > Last >>														
<input type="checkbox"/>	SVS	Year	Market Of	Type	Order	Priority	Status	Body	Code	Engine	Transmission	Wheelbase	Paint	Trim
<input type="checkbox"/>		2021	ESA 2.3L ...	Retail	7699	99	Unschedul...	ESA - 2 DOOR...	221A	2.3L Ecoboost ...	7-Speed M...	100.4 IN / 2...	Carbonized Gra...	Cloth Gray/Blac...
<input type="checkbox"/>		2021	ESA 2.3L ...	Retail	7991	99	Unschedul...	ESA - 2 DOOR...	221A	2.3L Ecoboost ...	7-Speed M...	100.4 IN / 2...	Carbonized Gra...	Cloth Gray/Blac...
<input type="checkbox"/>		2021	ESA 2.3L ...	Retail	9009	99	Unschedul...	ESA - 2 DOOR...	221A	2.3L Ecoboost ...	7-Speed M...	100.4 IN / 2...	Area 51	Cloth Sandston...
<input checked="" type="checkbox"/>		2021	ESA 2.3L AU	Retail	5019	19	Draft	ESA - 2 DOOR...	101A	2.3L Ecoboost ...	10-Speed A...	100.4 IN / 2...	Rapid Red Met ...	Cloth Gray/Blac...
<input type="checkbox"/>		2021	ESA 2.7L ...	A Plan	5017	19	Unschedul...	ESA - 2 DOOR...	101A	2.7L Ecoboost ...	10-Speed A...	100.4 IN / 2...	Oxford White	Cloth Gray/Blac...

SELECTED ORDER: 82809441

**Retail 5019**

PRIORITY: 19

RECEIPT: 1/28/2021

Draft

**ESA - 2 DOOR 4X4**

Online Order ID: 10313386

QUICK FIND:  [FIND](#)

**RETAIL ORDER INFORMATION**

**CUSTOMER**

Name:  [VIEW](#)

**SHIP TO**

Dealer Code:

**REMARKS**

2021

**Equipment Group**

There are no Equipment Group features for this order

**Dealer Installed Options (DIO)** [EDIT](#)

**Free Standing Packages**

There are no available options for this order

**Additional**

**Free Standing Options** [EDIT](#)

Rear Axle-Open Differential

FRT Bumper MIC Black

P255/70R16 A/S Tires (30")

16" Silver-Pntd Steel Wheels

O/HD CNSL W/INT DOME LAMPS

3.73 Final Drive Ratio

Floor Liners, Front/Rear

**Fleet Only Options**

## PRICING

- **What should a dealer do when customer 'Total Price' on B&P spec sheet does not match WBDO pricing?**  
This situation should be resolved by updates to B&P. Recommend re-configuring B&P to reflect updated pricing.
- **What should a dealer do when customer's base MSRP and options pricing are misaligned between B&P spec sheet and WBDO?**  
We're aware of this scenario, however total vehicle price should match between the 2 systems. Discrepancies have to do with backend data structure, e.g. In B&P, 332A has an additional \$1,495 included in base MSRP due to Mid Package inclusion vs. WBDO where Mid package (\$1,495) is shown as a selected option.



- **Are we allowing price protection on customer orders and reservations? (For example, a customer converts to a 21MY but gets pushed to 22MY, or wants a 22MY based on options).**  
We will have more to share on 22MY at a later date. There could be some pricing changes in the 22MY with the introduction of new content.
- **Will Bronco two- and four- door offer AXZD Plan pricing?**  
Bronco will offer AZD (A = Employee, Z = Ford Retiree, D = Dealer) Plan pricing for all series except limited-run First Edition. X-plan (X = Friends & Family) will NOT be offered on any Bronco two- and four- door for the 21MY.
  - AZD Pricing is currently listed in WBDO
- **Why is WBDO showing X Plan, I thought that wasn't available?**  
Bronco two-door and four-door models will offer AZD Plan pricing for all series except the limited-run First Edition. X-plan will NOT be offered on any Bronco two-door and four-door model for the 2021 model year.
- **I have already generated an X-Plan pin, can I use it?**  
PINs are not specific to a vehicle and can be used on any eligible vehicle.
- **Will Bronco Sport offer AXZD Plan pricing?**  
Yes. Bronco Sport offers AXZD Plan pricing for all series.

## NAME MATCH POLICY

- **When can we expect a more detailed 'exception process' for name match policy?**  
A more detailed exception process will be available in the coming months, including an appeals process if a dealer falls below the minimum acceptable name match threshold. Once it is available, we will provide all necessary details.
- **What type of situations would qualify as an exception for an appeal for the Bronco Name Match program? Family outside of the home? Customer does not qualify for financing any more or the backs out because the payments are too high?**  
A more detailed exception process will be available in the coming months. Examples including, but not limited to, are outlined below:
  - Examples of Valid Exceptions: Names within a household / immediate family members or businesses owned by reservation holder
  - Examples of Non- Valid Exceptions: Reservations made by a family friend or a customer not qualifying for financing / payments deemed too high at delivery
    - There are tools available (ford.com) that can be used to *estimate* payments. That should give the customer and dealer a directional look at where a payment might land
- **Is there a way for a dealer or customer to change the name on their reservation without losing the reservation?**  
No. If a customer is no longer able to utilize their reservation, they are encouraged to cancel. It is not permissible to transfer, sell, or buy a reservation.

