



Mercedes-Benz Concierge

High-quality personal assistance at the touch of a button

+ mbrace® PLUS Package

BENEFITS:

- ▶ Access to high-quality, personal VIP service at any time of the day or night
- ▶ The customer's personal preferences are stored for future concierge reference
- ▶ Unlimited use at no additional charge

REQUIREMENTS:

- ▶ Vehicle equipped with mbrace
- ▶ Active subscriber agreement
- ▶ Vehicle cellular service
- ▶ Active mbrace PLUS Package subscription
- ▶ mbrace Mobile Application to access service beyond vehicle

UNIQUE FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Convenient access from a smartphone with mbrace Mobile Application

Service description:

The Mercedes-Benz Concierge service can help a customer plan ahead, including making dinner reservations, securing tickets to events, making travel related accommodations and much more. The service provides an extra measure of luxury and convenience, with personal assistance available at the touch of a button 24 hours a day, seven days a week.

The customer presses the i-Button in the vehicle to initiate Concierge service. The Interactive Voice Response (IVR) audibly presents a menu of options. Once the customer selects "Concierge," the customer and location data is delivered to the Mercedes-Benz mbrace Response Center where a specially-trained mbrace Customer Specialist can complete the customer's request. Mercedes-Benz Concierge can also be accessed via the Mobile Application, available on the iPhone and Android devices. This service is not available online or via the toll-free number.

The concierge can provide a broad range of services such as:

- ▶ Airline reservations and ticket purchase
- ▶ Car rental reservations
- ▶ Hotel recommendations, reservations and directions
- ▶ Dining recommendations, reservations and directions
- ▶ Movie and theater tickets and directions
- ▶ Sporting event tickets and directions
- ▶ Concert tickets and directions
- ▶ Unique requests and gift purchases such as flowers, gift cards, etc.
- ▶ Medical Help and Safety Support (e.g., locating a physician while on vacation, or assistance in filling prescriptions)
- ▶ Assistance gaining access to sought-after events and restaurants
- ▶ Lost baggage assistance
- ▶ Assistance wiring cash
- ▶ Research and answer questions

continues ▶



Mercedes-Benz Concierge

Service description, *continued*

Requested services are fulfilled by the mbrace Customer Specialist and billed directly to the customer's credit card by the merchant used in the transaction. The mbrace Customer Specialist has access to the customer's credit card on file and will verify an mbrace four digit Personal Identification Number (PIN) for security reasons.

To enhance the concierge experience, the customer has the ability to add data to their account while speaking with an mbrace Customer Specialist. Such data could include frequent flyer numbers and hotel club memberships which can be used during the transaction and stored for future requests. If a customer's request is expected to take a significant amount of time for the mbrace Customer Specialist to process, the Customer Specialist will end the call and contact the customer by phone after the service has been completed.

How it works:

- STEP 1:** The customer contacts an mbrace Customer Specialist for Concierge service via the i-Button inside the vehicle or logs into the Mobile Application, selects the Assistance screen and initiates a call to M-B Concierge. Customers with mbrace2-equipped vehicles select the Concierge tab in the mbrace Mobile Application.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer selects "Concierge."
- STEP 4:** The mbrace Customer Specialist works with the customer to determine what concierge services are needed, and fulfills them as appropriate.