GM OneSource New Feature Hot Sheet

Product Enhancement
Customer Email Opt-Out Option

About Hot Sheets
This “Hot Sheet” is designed to educate you; the GM OneSource user, about new functionality as it becomes available within the OneSource Lead-Management tool. You will be receiving “Hot Sheets” on a monthly basis as functionality is enhanced, usually during the latter part of the month.

About this enhancement
In order to be compliant with the Can-Spam bill; all emails that are sent to Customers from the GM OneSource Lead Management tool will offer the ability to choose to opt-out from receiving further email communication from the dealership. The Customer’s opt-out status will be clearly identified on the Contact Profile for each Customer as well as in the Email functionality. This New enhancement will require no intervention on the part of users or administrators.

You will learn
In this “Hot Sheet” you will learn the following:
- What the Customer will be seeing in future email communications from the dealership
- The Customer opt-out process
- What the OneSource user will see

What the Customer will see on incoming emails
1. All outgoing emails that are sent from the OneSource Lead Management Tool will contain the footer pictured below that will allow the email recipient the ability to use the “Click here to opt-out” link.

This is an email advertisement. To unsubscribe from receiving any emails from “Dealer Name”, “Dealer Address” please [click here]
The Customer Opt-Out Process

Once the Customer has chosen the “Click Here” link they will have a pop up screen for Email Unsubscription, they can then choose one of the radio buttons to “Opt-Out” or “Not to Opt-Out”.

Customers can choose whether to Opt-Out or Not to Opt-Out and then can click to confirm or cancel.
What the OneSource User Sees

Once a Customer has chosen the “Opt-Out” option the OneSource user will clearly see that the Customer has chosen to Opt-Out in the following areas:

1. The “Mini Contact Module”
2. The “Contact Page”
3. The Email Functionality from both the lead and email page.

*This contact has decided to OPT-OUT from any further email communications.*
User will not be able to send emails to opt-out contact
Should you experience any technical difficulties completing any aspect of the tasks above, please contact the GM OneSource technical support center toll-free at:

1-888-462-8976
Please Press Prompt #1
A technical support agent will be glad to assist you

Thank you for choosing

New Column for Opt-Out
Contact detail will also indicate that the contact has opt-out
The plus sign is not accessible for opt-out contacts