

RepairLink Gold, Silver, Bronze Program

Starting on January 1st, 2025, Ford CPWDs selling through RepairLink can earn up to 4% in Bonus Rebates by reaching four key performance metrics that have been established by Ford.

All four key metrics are assessed monthly, and results are finalized 5 business days into the following month. OEC will provide Ford with updated reporting once a week on dealer metrics. Dealers can reach out to their Ford representatives to inquire about their current metrics and status. Final results for each month will be posted in this [OEC Help Center article](#).

All four metrics in the tier level must be achieved to earn the tier level reward. For example, if a dealer meets the Gold standard for 3 metrics, but meets the Silver standard for one metric, then they will be considered a Silver dealer for that month.

Bonus rebates are earned on Program Eligible Parts, NOT on all RepairLink sales. Dealers will receive payment in the form of a credit on their parts statement. The credit will be combined with dealer reimbursement for the FAMS program. For example, if a dealer is in the Gold Tier, they will receive 5% FAMS parts reimbursement + 4% Gold parts bonus = 9% total payout for that given month. See *Program Earnings and Payment* section for more information.

Key Metric Definitions

TIER LEVEL	TIER LEVEL	TIER LEVEL
GOLD	SILVER	BRONZE
ORDERS RECEIVED	ORDERS RECEIVED	ORDERS RECEIVED
25	20	15
ORDERS COMPLETED VS. RECEIVED	ORDERS COMPLETED VS. RECEIVED	ORDERS COMPLETED VS. RECEIVED
95%	90%	85%
AVERAGE RESPONSE TIME	AVERAGE RESPONSE TIME	AVERAGE RESPONSE TIME
10 Min.	20 Min.	30 Min.
TRANSACTIONING SHOPS VS. ACTIVE SHOPS	TRANSACTIONING SHOPS VS. ACTIVE SHOPS	TRANSACTIONING SHOPS VS. ACTIVE SHOPS
40%	30%	25%
TOTAL REBATE	TOTAL REBATE	TOTAL REBATE
4%	3%	2%

Orders Received – This metric counts the number of orders received in the given month. The count of orders received will restart at the beginning of each new month.

Orders Completed vs. Orders Received – This metric divides the number of completed orders by the number of orders received. An order is considered “completed” when a dealer presses the “Submit/Commit” button within RepairLink. Cancelled orders do not count as completed orders. A dealer will have 5 business days after the close of a month to complete any received orders.

Example: Order received on Friday, January 31 will need to be completed by Friday, February 7 to count as a completed order.

Average Response Time – This metric measures how quickly a dealer responds to a shop’s order. The average response time is calculated for orders received in the current month.

The clock starts when the dealer receives the order in RepairLink. The clock is stopped by clicking 'Submit/Commit' button OR clicking 'Respond To Buyer' button.

Response time is ONLY measured during business hours, 8am to 5pm M-F. This is adjusted for each dealer’s time zone.

Example: If the order is sent by the shop at 4:55 PM and the dealer responds at 5:10 PM, the response time will be 5 minutes. If the order is sent at 2 AM and the dealer responds at 8:05 AM the order response time will be 5 minutes.

Transacting Shops vs. Active Shops – Transacting shops are counted as any shop that *places an order* within the given month. Active shops are counted as any shop that *has viewed the dealer’s catalog in RepairLink* in the given month.

This metric does NOT count “attached” shops who are not actively using RepairLink. The count of active shops and transacting shops resets at the beginning of each month.

Example: In January, Shop A searches for a Ford VIN number in RepairLink and sees the catalog results for Dealer A. The shop does not place an order on RepairLink. This will count as an active shop, but not a transacting shop for the month of January.

In January, Shop B searches for a Ford VIN number in RepairLink and sees the catalog results for Dealer A. This shop places an order with Dealer A on RepairLink. This will count as an active shop AND a transacting shop for the month of January.

If these are the only two shops that interact with Dealer A for the month of January, then they will have a 50% Transacting Shops vs. Active shops ratio.

Best Practices to Achieve Key Metrics

Orders Received – Dealers can improve the number of orders they receive by finding new shops to transact with, or by reminding “phone customers” to order through RepairLink. It is beneficial for dealers to direct their customers to RepairLink because it saves the dealer time (shops can do their own parts lookup) and it can be more profitable (average Ford RepairLink order is \$270). Online ordering is the preferred method of ordering for IRF’s since they already source all their aftermarket parts online.

Orders Completed vs. Orders Received – It is important to respond to every order so that there is strong communication with the customer. Even if you do not plan on filling the order, it is beneficial to respond to the buyer so that they have a good customer experience. Letting orders sit can make customers hesitant to order on RepairLink in the future, which can mean loss of revenue for your department.

Response Time – One of the best ways to improve response time is by creating a dedicated e-commerce rep within your department. When one rep can focus on RepairLink orders, they usually catch them more quickly than if everyone in the department periodically checks the system.

This also creates a better customer experience, because they receive fast feedback about the status of their order.

Nobody wants to wait 2 hours to find out if they can get their parts!

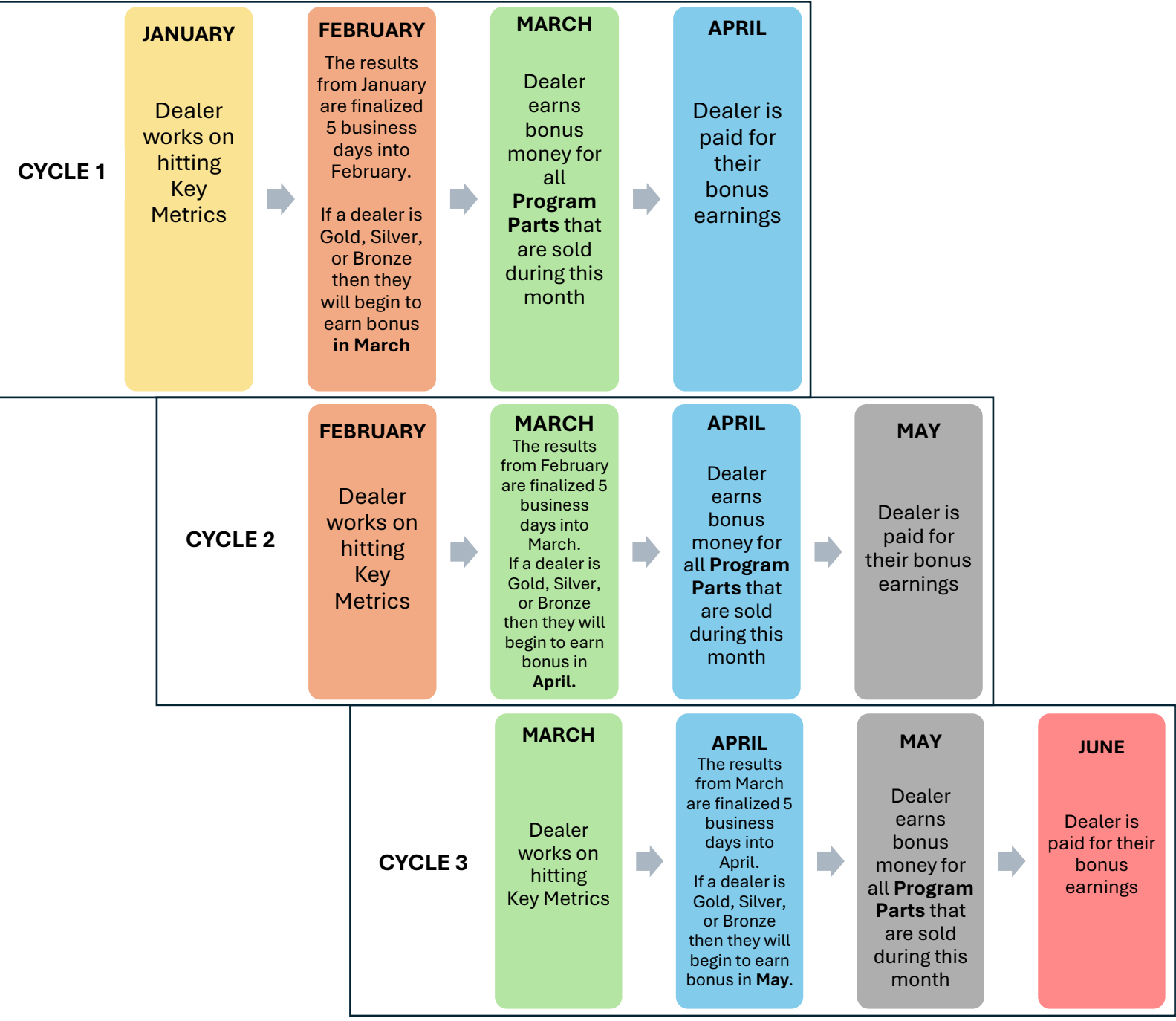
Success Story: One Ford dealership was able to increase their RepairLink sales by 300% and transacting shops by 54% when they assigned one rep to e-commerce. The rep was able to focus on setting up promotions in RepairLink, processing orders, creating marketing material, and training their shops on how to order through RepairLinkShop.com!

Transacting Shops vs. Active Shops – Many dealers have customers who will look up parts on RepairLink then call on phone to place the order. Has this ever happened to you? Encourage customers to order on RepairLink and reassure them that their order will be seen and processed in a timely manner. This change will save time for you AND your customer. Also, it will lead to increased incremental business.

You may also have some shops who are looking at your parts on RepairLink but never order from you. They are interested in Ford parts, but something might be holding them back from ordering from you. Consider having your outside sales rep visit these stores to see if you can win their business.

Program Earnings and Payment

There is a progressive process for dealers to achieve their status, begin earning, and receive payment. The process follows a 4 month cycle, and each month kicks off the beginning of a new cycle. The following graphic shows the timeline of how the program functions.



CYCLES CONTINUE IN THIS PATTERN