CitNOW Online Services Factsheet

Last Updated:
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English Version

Unless otherwise specified, all terms used in this factsheet shall have the same meaning as those set out in the CitNOW Terms of Use and the Data Protection Policy.

CitNOW provides Online Services for Authorised Users from Retailers, Retailer Groups and Brands in accordance with this Online Services Factsheet, our Data Protection Policy and the CitNOW Terms of Use. Authorised Users are nominated by the Retailer, Retailer Group or Brand who shall be responsible for adding, amending and deleting Authorised Users, and for setting each Authorised User's permission and data access level (instructions on how to complete these actions are available upon request from our Technical Support team: **support@citnow.com**).

Online Services comprise of 3 main areas:

- Retailer Dashboard
- Daily/Weekly and Monthly emailed Reports
- Data Warehouse Reports

Please note that installing other apps, music or content on the devices you use to operate the CitNOW service may impair the use of the CitNOW software.

1. Returns process

1.1 Functionality

Within the Retailer Dashboard, Authorised Users may undertake all or some of the following functions, dependent upon permission levels:

- Manage and update other users
- Manage devices and downloads
- View videos and statistics
- Assign permissions
- Add data about the Authorised Users (eg bio or photo)
- Manage the receipt of reports
- Download videos
- Raise Support requests
- Complete Academy online learning
- Authenticate downloaded apps
- Export Ratings statistics
- Filter Video listings

Additional features are subscription specific:

- Web – track where the Web video has been viewed
- Web – view stock statistics
- Sales – view video requests statistics
- Workshop and Workshop Plus – track Red and Amber work reported and total work approved
- Workshop Plus – manual and bulk check in of vehicles

1.2 Data

The Retailer dashboard is a website where Brand, Group and Retailer staff can log in to view videos and statistics about a specific Brand's, Group's or Retailer's use of video. Only Authorised Users can log in. Retailers can be collected together into sub-sets "Groups" defined by the Brand, Retailer Group, region, area or zone to match the level of access required. The data available at Retailer level is as follows: also download the CitNOW App to another Apple device from the App Store and we'd be happy to assist you with that.

Retailer level data

- Customer details per video made, including name, email, mobile number, vehicle registration.
- Further customer personal information may also be present in the audio of the video.
- Video statistics per Retailer, e.g. videos made, sent, watched, ratings and comments.
- Health Check related information per vehicle, e.g. work identified, costs, work approved, work declined etc.
- Health Check statistics, e.g. total work identified, sold, lost, red and amber conversion rates etc.
- Web video playback statistics, including where the video was played (e.g. Auto trader, Motors, OEM UVL).
- Retailer stock information – make, model and registration of vehicles in stock with/without video.
- Much of the data described above can be exported in an excel spreadsheet, emailed to the user directly.
- Personal details of all registered users of the CitNOW system, including name, email, mobile phone number and job title.

Group level data

Certain staff can be granted access to a 'Group' rather than an individual Retailer. Groups can be created from any given set of 2 or more Retailers, eg Sales Area North or Area 6. Staff with access to Groups have the same access to data relating to each Retailer within the Group as the Retailer's own managers:

- Access to all Retailer level data (see above) for Retailers within the Group. Retailers assigned to Group generally by franchise, area, region etc.
- High level statistics across the Retailer Group of videos made, sent, watched and Rate This Video average.
- Excel spreadsheet of the last 3 months of statistics for a Group, send via email.

2. Daily/weekly/monthly email reports

2.1

The system behind the dashboard also sends out summary reports via email to Brand, Group or Retailer staff configured as managers, or with the permission to receive reports assigned to them. These summary reports can be sent Daily, Weekly, and Monthly. Two levels of reports are defined, those for individual Retailers, and those for Groups.

Retailer Report

- Daily report – list of all videos made yesterday, showing car registration, video taker name, video purpose, whether the video was sent, viewed, and a link to the video page. The video page will also display the customer name.
- Daily report – List of all video takers at the Retailer, with the number of videos they made Yesterday, Week to Date and Month to Date.
- Weekly Report – List of all video takers at the Retailer, with the number of videos they made Last Week and Month to Date.
- Monthly Report – List of all video takers at the Retailer, with the number of videos they made Last Month.

Group Report

- Daily report – Retailer names, videos made yesterday, sent yesterday, days since last video, % viewed this month, videos made Month to Date.
- Weekly report – Retailer names, videos made last week, sent last week, days since last video, % viewed this month, videos made Month to Date.
- Monthly report – Retailer names, videos made last month, sent last month, days since last video, % viewed this month.

3. Data warehouse reports

3.1

The following reports are made available to larger Retailer Groups and Brands where at least 25 Retailers have subscribed to CitNOW. These reports are composed using a different system to the dashboard and are designed to serve a different purpose, primarily allowing the Group/Brand to monitor effective use of video across a larger number of Retailers. They are supplied as excel spreadsheets, sent out via email.

Group Sales Report

- Retailer Name, Retailer code, areas/regions etc.
- Number of videos made, sent, watched.
- Video data split by new/used if available.
- Video delivery method (By email, By SMS or both).
- Retailer ranking (against other Retailers in the list).
- Totals and averages calculated from above data.
- Area/region summary and totals.

Group Web Report

- Retailer Name, Retailer code, areas/regions etc.
- Number of vehicles in stock, came in to stock, and left stock.
- Stock with/without video measurement.
- Number of videos made.
- Time taken to make a video.
- Average video duration.
- Percentage of videos watched.
- Number of views of videos.
- Number of Requests for personalised videos and time to
- fulfil.

- Retailer ranking (against other Retailers in the list).
- Totals and averages calculated from above data.
- Area/region summary and totals.

Group Workshop Report

- Retailer Name, Retailer code, areas/regions etc.
- Number of videos made, sent, watched.
- Video delivery method (By email, By SMS or both).
- Average time taken to watch a video.
- Retailer ranking (against other Retailers in the list).
- Totals and averages calculated from above data.
- Area/region summary and totals.

Group Bodyshop Report

- Retailer Name, Retailer code, areas/regions etc.
- Number of videos made, sent, watched.
- Video delivery method (By email, By SMS or both).
- Average time taken to watch a video.
- Retailer ranking (against other Retailers in the list).
- Totals and averages calculated from above data.
- Area/region summary and totals.

Password Protection Minimum Requirements

Authorised Users shall be provided with logins and passwords to enable them to access the Online Services. Authorised Users will not provide access to the Software or the Online Services to any third party without our express written consent. It is the responsibility of the Authorised Users and their respective employer to ensure that logins and passwords are kept secret.

The Authorised User's employer shall defend us and hold us harmless from and against any losses, costs and damages resulting from their failure to do so.

The policy for creating and renewing passwords is as follows:

1. Use characters from at least 3 out of 4 classes: **uppercase, lowercase, digits, punctuation**.
2. Maximum password age before mandatory renewal: **180 days**.
3. Minimum password length in characters: **8**.
4. Maximum password length in characters: **128**.
5. Minimum number of different passwords before an old password can be reused: **10**.