



# CAT<sup>®</sup> CONCIERGE SERVICE

Global Premier Service  
for Cat Powered  
Yachts

**Partnering with our yacht builders and the  
Cat global dealer network for an  
outstanding customer experience**



# Anywhere. Anytime.

## Cat® Concierge Service for Pleasure Craft

The goal of Cat Concierge Service is to exceed the expectations of our yacht builders and end-user customers, in partnership with the Cat global dealer network.

## Enrollment for New Yacht Builders

Cat Concierge Service is not automatic. Please contact your Pleasure Craft territory sales manager (TSM) or Cat Concierge for enrollment requirements.

## Customers First

Knowing our customers' feelings and needs means they get more yachting enjoyment. Yacht builders, Cat dealers and the Cat Concierge work together to achieve customer satisfaction. That's what Cat Concierge Service is all about!

## Only One Call Away

Cat Concierge is one call away anywhere in the world. Customers call and we work the solution — first call to completion.

## Communication

The Cat Concierge provides continuous follow-up and progress reports, and solicits performance feedback from all customers whose yachts require service.

## Global Network Power

Customer protection and maintenance plans, Marine Service Interlink, *gplink* (Global Positioning Link), all bring the yacht builders and customers into the Caterpillar global network.



## Cat Concierge Commitment

- Answer customer inquiries and exceed customer expectations
- Support Cat dealers with establishing/implementing procedures, marketing materials, and consulting for Marine Service Interlink
- Register new yachts and verify Cat selling and delivering dealer documentation
- Send "Welcome" email to new customers
- Provide Quarterly Critical Indicators Report to selling dealers for yacht builders
- Invoice Cat selling dealers for Cat Concierge Service
- Manage global Cat Concierge Service process to ensure quality customer experience
- Provide Cat authorized service dealer with feedback from Customer Satisfaction Surveys

## Cat Selling Dealer Commitment

- Allocate a dealer staff member as concierge support contact
- Review program features and benefits, Concierge process, responsibilities, and timeline
- Purchase and package marketing materials customized for yacht builder
- Contribute to associated Cat Concierge costs
- Upload new yachts in Marine Service Interlink
- Provide new yacht delivery information to Cat Concierge
- Provide updated yacht dealer location and contact list
- Support Cat Concierge at appropriate yacht builder events
- Report Customer Satisfaction and Cat Concierge performance to yacht builders

## Yacht Builder Commitment

- Provide appropriate information for Marine Service Interlink
- Distribute Cat Concierge marketing materials
- Support Cat Concierge presentation to yacht dealers
- Market Cat Concierge Service at yacht events
- Communicate yacht delivery location to Cat selling dealer for coordination of sea trial and Cat Concierge handover

## Cat Delivering Dealer Commitment

- Conduct First Owner Sea Trial and orientation using LEGM0003
- Provide vessel name, launch date, and engine serial numbers to Cat Concierge
- Update pertinent information in Marine Service Interlink
- Welcome the customer to Cat Concierge Service with the Concierge card and marketing package (provided by Cat selling dealer)

## Cat Authorized Service Dealer Commitment

- Identify a contact person for Cat Concierge
- Respond to Cat Concierge requests



## Global Cat Concierge Service Customer Information

### Concierge Service Period

This exclusive Concierge Service is available for a new yacht for up to 10 years.

Yachts smaller than 80 ft (24 m) have complimentary Global Concierge Service for the first five years. The service can be extended at no additional cost for the second five years by purchasing Extended Service Coverage.

Yachts 80 ft (24 m) and larger have complimentary Global Concierge Service for ten years. If the yacht is sold within the service period, Global Concierge Service is transferrable to the new owner.



Customers will receive the Concierge card with their Cat engine serial numbers and the regional contact numbers for the Cat Concierge.

## Available Customer Service Programs

### Extended Service Programs

New and used engine Extended Service Coverage programs cover Cat components, excluding consumables, and provide protection against defects in material and workmanship. Between the two programs Cat engines can be covered for up to ten years. The coverage may be purchased in annual increments of 300, 500, or unlimited hours with various deductible options. If the engines are overhauled at the end of the program, Overhaul Protection Coverage is also available for an additional five years of coverage.

### Preventive Maintenance Agreement (PMA)

Preventive Maintenance Agreements provide worry-free engine operation. With fixed upfront costs the maintenance provided through the Caterpillar PMA prevents unbudgeted repair costs and keeps engines running at maximum performance. Service work can be completed by any Cat dealer or Cat authorized marine dealer worldwide. PMAs are fully transferable and provide a documented maintenance history to ensure the engines maintain maximum resale value.

## Value Included

- First owners receive a free 2.5-hour per engine First Owner Sea Trial and orientation which is covered by warranty.
- Purchasing a Cat powered yacht from a builder enrolled in the Cat Concierge program entitles the customer to automatic Cat Concierge Service for the first five years.

## Factory Access, Global Coverage

- 24/7 coverage by Cat marine engine professionals
- Prompt scheduling with the global Cat authorized service dealer
- Caterpillar trained technicians, Cat parts
- Direct factory line for any Caterpillar customer inquiries

## Exceeding Customer Expectations

- The Cat Concierge Service program was developed from actual customer expectations
- Automatic follow-up calls during service work
- Satisfaction surveys sent to 100% of customers receiving service, with feedback to yacht builders, Cat dealers, and Caterpillar Inc.

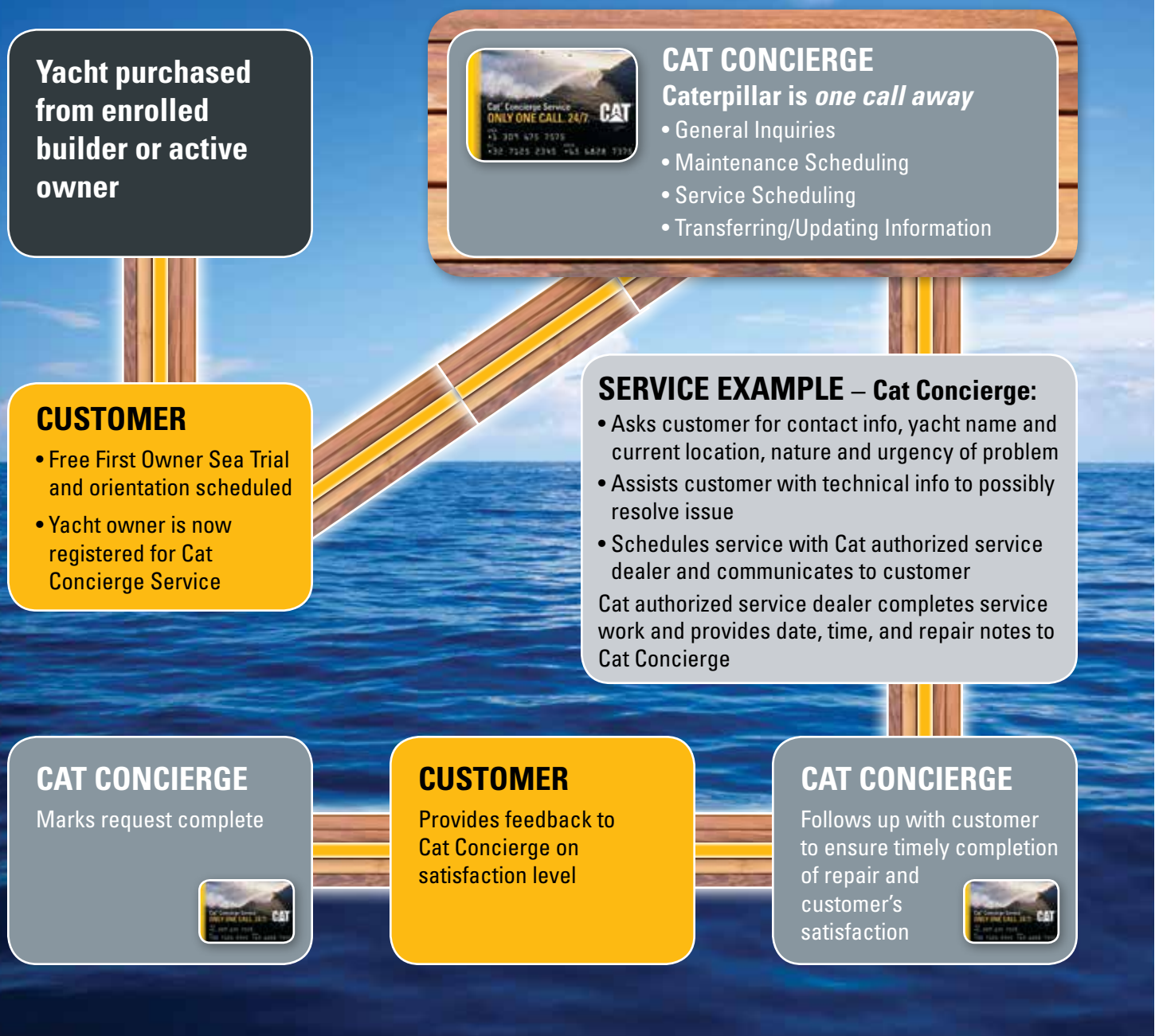


# Total Customer-Focused Process

## The First Call is Everything

Cat Concierge Service is operated by a team of Caterpillar marine engine professionals. Their understanding of pleasure craft customers, technical and diagnostic skills, and knowledge of the Cat global dealer network allows them to own the call as if it were their personal yacht.

## BUILT FOR IT.



## MARINE.CAT.COM

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