



# Ford Guest Experience (FGE)

## Digital Sales Guide

### User Training Manual

Version 1.0

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Prepared by Girnarsoft Private Limited India



User Manual	0
Introduction	3
Glossary	4
Update Process	6
Content Updates	6
App Updates	6
Login / Logout	7
Login	7
How to Login	8
Login Error	9
Logout	9
How To Logout	10
How to Best Make Use of DST	13
Core Sections of the User Journey	13
How to Create Quick Guest Profile	18
Navigation Toolbar	20
What does it do	20
How does it work	21
Showroom	21
What does it do	22
How does it work	23
Select and Explore a Vehicle of Interest	23
View Gallery	23
View & Filter Offers	23
Navigate to Other Sections	23
Explore	25
What does it do	25
How does it work	26
Switch View Modes	26
Configure	27
What does it do	27
How does it work	28
Change configuration models/packages	28
View Configuration in different modes	29

Configure models	29
Configure Paint	29
Configure Trim	29
Configuration Summary	29
Model Compare	30
What does it do	30
How does it work	31
Manage models for comparison	32
Add or Change models for comparison	32
Compare models	32
Tools	33
What does it do	34
How does it work	34
Brochures	35
Smart Drive Audio	36
Guest Section	37
What does it do	37
How does it work	38
Manage Guest profile	39
Manage available leads	39
Manage Sales Notes	40
Create a new Sales Note	41
Manage Communication Log	42
Create a new Communication Log	43
Send information to the Guest	44
Send Info Icon Status:	44
Competitive Comparison Tool	45
What does it do	45
How does it work	46
Select/ Deselect vehicles/ brands for comparison	46
View comparison results	47
Guest Mode	48
Offline Mode	48
FAQ	49
Support	49



## Introduction

As an integral part of the Ford Guest Experience, the Digital Sales Guide (DSG) is a tool built for Sales Consultants at Ford dealerships to improve the Guests' experiences and ultimately increase sales. This User Manual has been written to aid Sales Consultants (and other users) learn to use and take advantage of the many features the DSG is capable of.

The DSG has been designed to be intuitive to use, beautiful to look at, and powerful at the same time. It is an iPad application used by Sales Consultants (SCs) at Ford dealerships across Asia Pacific to improve the sales journey by making it more convenient for Guests to explore a nameplate and configure a model that is most suitable for them.

This manual will guide you through all the screens and functions to help you provide the very best experience for your Guest.

---

<sup>1</sup> Note: all images used was taken before the development is finalized; thus for reference only



# Glossary

The table below includes terms and acronyms widely used throughout the DSG.

Term / acronym	Explanation
DSG	Digital Sales Guide - the iPad application that Sales Consultants utilise to interact with Guests in dealerships.
Showroom	The vehicle selection page broken down in Cars, SUVs, MPVs, Performance Cars, based on what is available on the website.
Explore	The selected vehicle exploration page, allowing Guests to deep dive and explore product features of selected vehicles.
Smart Drive Audio	The Smart Drive Audio is part of the Smart Drive which contains a list of audio tracks to help Guests to better understand the key features of the vehicle.
Configure	The vehicle configurator page, allowing Guests to customize their selected vehicle down to the accessory level.
Model Compare	The model compare feature allows users to compare different variants of the same Ford nameplate.



Guest Souvenir	<p>The Guest Souvenir feature allows the sales consultant to use the iPad camera to capture relevant moments to personalise and share with the Guest to remind them of the excellent service they received and entice them to come back for a purchase.</p>
CCT	<p>Competitive Comparison Tool for Sales Consultants to compare Ford vehicles against available competitors in the app.</p>



# Update Process

Ongoing maintenance, feature enhancements, and feature introductions will be provided via updates to ensure continuous improvement of the DSG.

Updates can be categorized into two major type (Content Updates & App updates):

## Content Updates

The DSG will automatically check for content updates upon application launch. These updates include:

1. Vehicle assets for the Showroom, Explore, and Configure sections.
2. Information about features and models (prices, descriptions, images, videos).

## App updates

When an App update becomes available, you will receive a pop-up message upon application launch notifying you of an update and indicating a window to complete the update in. These updates include:

- New features
- Feature enhancements
- Bug fixes
- Optimisations



## Login / Logout

### Login

Before you login, you need to ensure:

- Device requirements: The New DSG Application is Recommended for best view: In iPad / Android Tablet
- It also works iOS and Android Mobile devices.
- **iOS** 15 and above / **Android** 10 and above
- Ensure Device is connected to the internet via wifi or cellular data (3G / 4G).

- You have your SPS ID (Ford Email ID) and password ready (if you don't have an SPS ID (Ford Email ID), please ask your dealership manager to contact the local IT team to create one for you).

Note:

1. *Ensure your SPS ID is valid and active.*
2. *To reset the password of your SPS ID, please navigate to:  
<https://www.faust.idp.ford.com/signin> from your computer not  
IPad/Tablet/Mobile*
3. *To reset the password of a QA SPS ID, please navigate to:  
<https://wwwqa.faust.idp.ford.com/signin> from your computer not  
IPad/Tablet/Mobile*



## How to Login

- Tap on DSG application on your device to launch the DSG.
- Tap the Enter Application at the bottom to login.

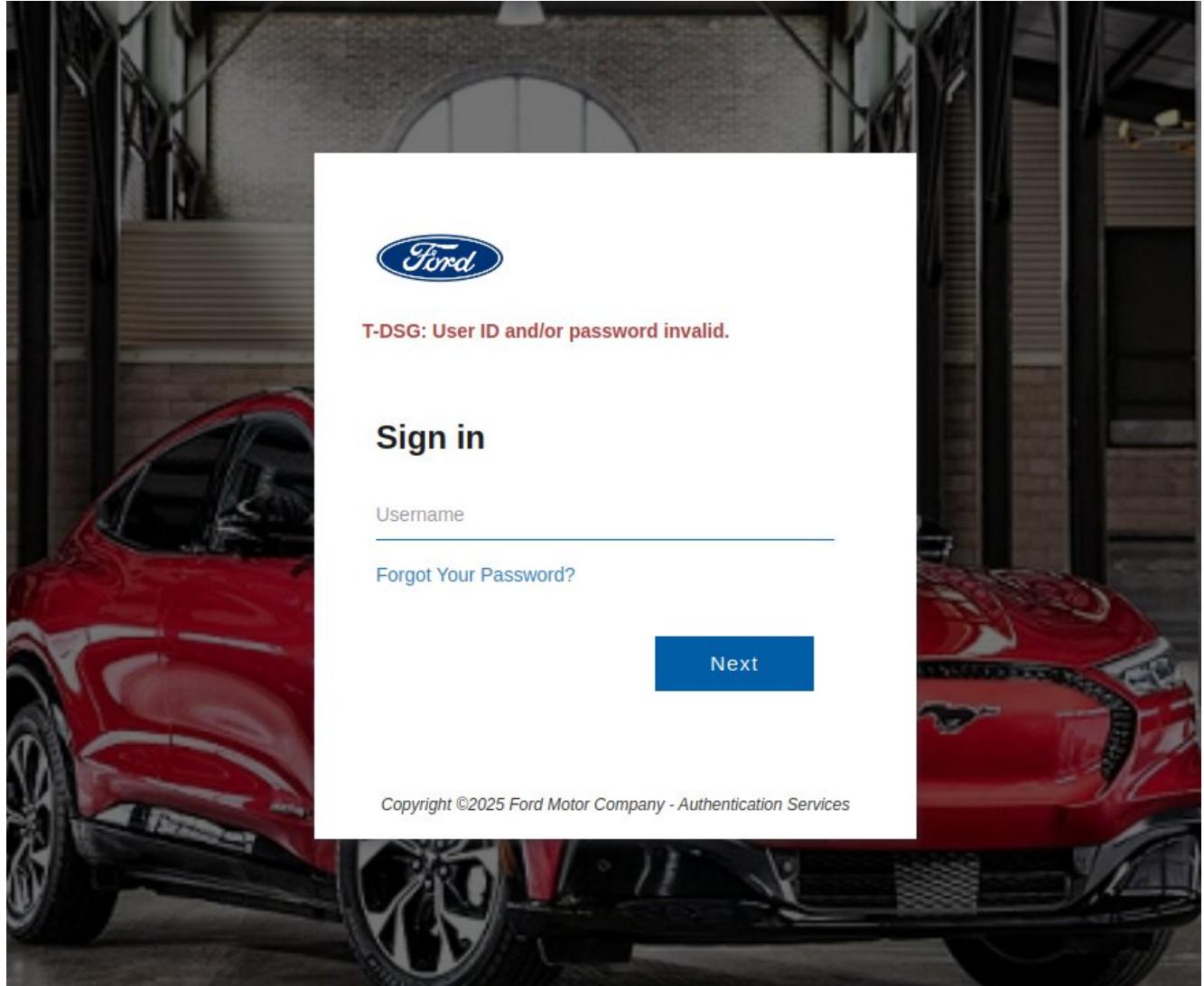
*Note: This will automatically redirect you to a Ford login page in a built-in web browser.*

*Login screen Enter app image*

- Input your SPS ID (Ford Email ID) and password and tap login.

*Note: Once your SPS ID and password have been authenticated by Ford Azure AD you will then return to the DSG User Interface.*





- Access denied due to incorrect SPS ID credentials. This could be due to the following reasons:
  - Incorrect SPS ID or password, country or dealership.
  - Incorrect SPS ID job role.

If any of the above errors occur you may need to contact your dealership manager to help resolve any issues you are unable to resolve yourself.



## Logout

### How to logout

- Tap  icon on My Profile screen
- Log out

*Note: For security reasons, the DSG will automatically log you out after 7 days of being logged in.*



# How to Best Make Use of DSG

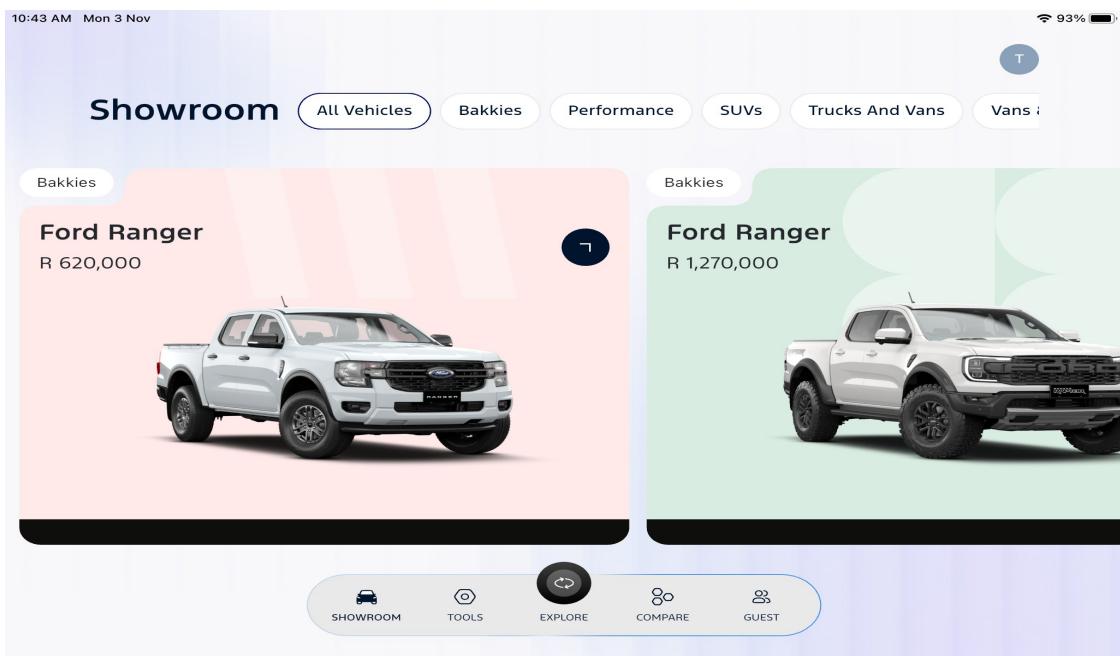
## Core Sections of the User Journey

The DSG app is not a linear-flow user experience journey, but, there is a preferred journey route with core features, so the users and the Guests can make best use of the app.

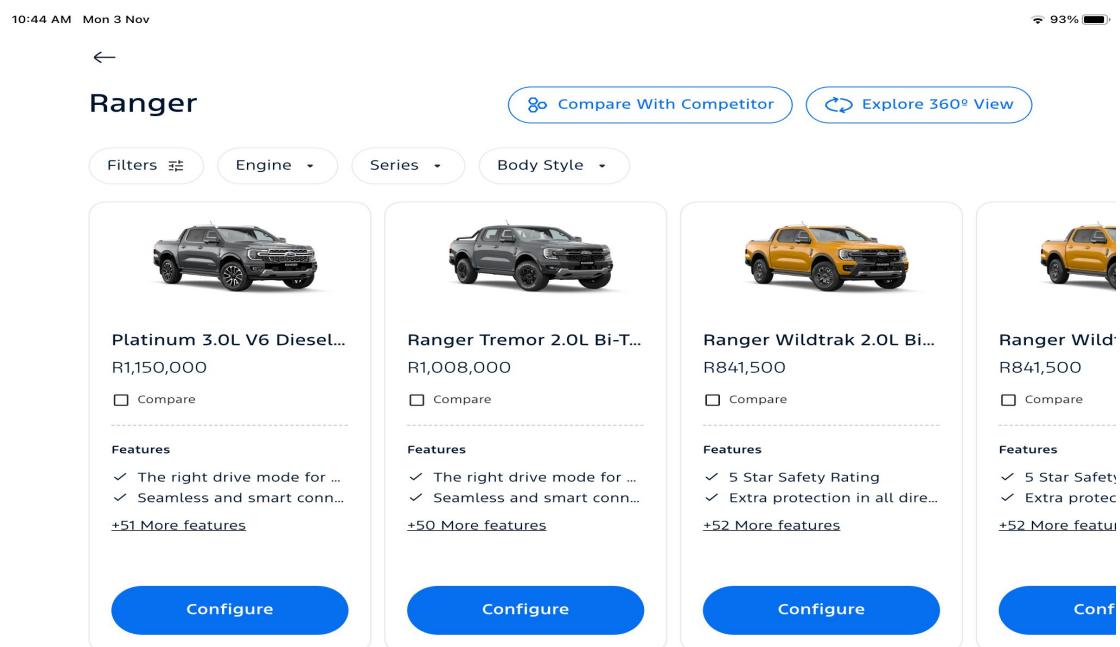
- Login to the app
- The Showroom section to select a vehicle of interest
- The Model Selection section to select a package / series of interest
- The Explore section to explore 360 view of the the vehicle of interest
- The Model Compare section to compare the vehicle of interest against all available models, also a good opportunity for upsell
- The Competition Comparison to compare the vehicle of interest against competition models.
- The Configure section to create Guest and configurations for the vehicle of interest in depth because at this point the Guest is pretty sure of the vehicle they want to purchase
- The Price Estimate to share the Price Quote with Guest.
- Loan Calculator to calculate monthly payment.
- Tools-> Smart Drive Audio section to create a personalized driving experience for the Guest
- Tools-> Brochure section to share brochure with Guest
- Guest Section to Create New Guest, Search Existing Guest Profile, add Sales Note and Communication logs.

*A snapshot of each core feature's key screen is provided below as reference.*

## Showroom Section

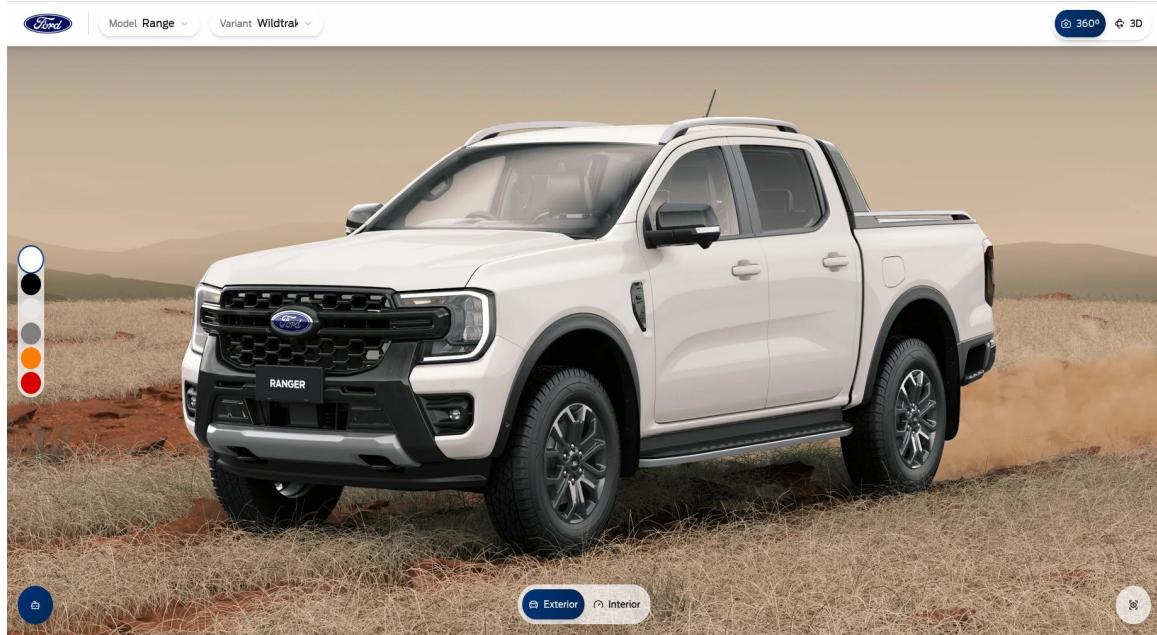


## Model Selection





## Explore Section



## Package Comparison and Competition Comparison

10:49 AM Mon 3 Nov 92%

[←](#)

Ranger	Ranger	Add Vehicle	Add Vehicle
Ranger Tremor 2.0L ...	Platinum 3.0L V6 Die...	<a href="#">+</a>	<a href="#">+</a>
R1,008,000	R1,150,000	<a href="#">Add Vehicle</a>	<a href="#">Add Vehicle</a>

[Audio And Communication](#) [Available Bodystyles](#) [Chassis & Suspension](#) [Comfort and Convenience](#) [Driv](#)

### Audio And Communication

AM/FM Stereo Radio

S	S			
---	---	--	--	--

Bluetooth<sup>®</sup> with Phone / Audio Streaming

S	S			
---	---	--	--	--

Colour Multi-Function Touch Screen Display

12" screen	12" screen			
------------	------------	--	--	--

Digital Instrument Cluster with Configurable Display

8"	12.4"			
----	-------	--	--	--



## Configure Section

10:47 AM Mon 3 Nov

92%



### Ranger

Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

R1008000.00

+R1013137.71 accessories



Color: Frozen White



Interior: Premium Fabric



Accessories  
02 added



Ford Protect  
01 added



[View Summary](#)

## Price Estimate

10:47 AM Mon 3 Nov

92%



### Ranger

Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

R1008000.00

+R1013137.71 accessories

#### Summary

Color

Frozen White

Seat

Premium Fabric

Ford Protect



Accessories

[Edit Configuration](#)

[View Bill Estimate](#)



## Loan Calculator

10:48 AM Mon 3 Nov

92%

**Ranger**  
Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

**Price Estimate**

**Ford Vehicle**  
Ranger Tremor 2.0L Bi-Turbo Diesel

**Color**  
Frozen White

**Seat**  
Premium Fabric

**Accessories**

**Ford Protect**

**Loan Calculator**

**Loan Calculator**

**Down Payment** 202114  
0 R20,21,137.71

**Rate of Interest** 7.5 %  
0 % 30 %

**Duration in Months** 30 months  
0 months 60 months

**Your monthly EMI**  
**R56,582\***

Rate of Interest @7.5%\*2 Years

Down Payment	R2,02,000
Loan Amount	R18,19,023
Interest Amount	R2,17,962
<b>Total Amount Payable</b>	<b>R20,36,986*</b>

**Cancel** **Save Monthly Payment Amount**

## Tools -> Smart Drive Audio

10:59 AM Thu 6 Nov

100%

**Smart Drive Audio**

**All Vehicles** **Bakkies** **Performance**

**Ford Ranger**

**Ford Mustang**



## Tools -> Brochure

10:59 AM Thu 6 Nov

Brochure

All Vehicles Bakkies Performance SUVs Trucks And Vans Vans & Buses Vans and Buses

Ranger

Ranger

Mustang

Everest

Puma

Territory

Transit Custom

Transit Van

Tourneo Custom

## Guest Profile Creation and Search

10:50 AM Mon 3 Nov

Guest

Search + Add New Guest

Test2 Ravi1 8218539022 Ford Ranger Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive [View Profile](#)

User Visit: November 03, 2025 [Add Sales notes](#)

apoorva mishra 9990554781 Ford Ranger Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive [View Profile](#)

User Visit: November 03, 2025 [Add Sales notes](#)

SHOWROOM TOOLS EXPLORE COMPARE GUEST [View Profile](#)



10:50 AM Mon 3 Nov

91%



## Test2 Ravi1

8218539022



### Ford Ranger

Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

Guest Info

Sales Note

Communication Log

### Guest Information



Guest Name  
**Test2**

Last Name  
**Ravi1**

Mobile Number  
**8218539022**

Email  
**test@gmail.com**

Purchase Timeline  
**October 31, 2025**

Interested Vehicle  
**Ford Ranger**

### Guest Signature

## Guest Journey



### Explore

Feel the 360 experience of your car [View Now](#)



### Configuration

Configure your car as per your needs [Completed](#)



### Accessories

Add hint of your style to your car [Completed](#)



### Ford Protect

Protect your car with Ford [Completed](#)



### Bill Estimate

Estimate bill of your configured car [Completed](#)



### Souvenir

A memento for you from us car



## How to Create Quick Guest Profile

At the early stage of the sales journey, Guest information can be captured to create a quick Guest profile with their basic information in following 2 ways:

1. Select Nameplate from Showroom Screen, Select Model and click on Configure button, At this stage Guest Information capture screen will open, if guest is not interested in sharing information at this stage it can be skipped and SC can continue the journey to next screen Configure Screen
2. Click on Guest icon on Navigation Tool Bar at Bottom, on Guest Screen click Add New Guest
3. Note : Before creating Guest always search the Guest with their mobile number so if :
  - a) Guest already exists then the details will be auto populated
  - b) Guest with same Mobile number, Nameplate and Model already exist at this dealer his existing lead will open for continuing the journey
  - c) Guest with same Mobile number same Nameplate and same Model not found on this dealer then new Guest Lead will be created.

It can be edited by clicking on View profile on Guest screen and clicking on edit icon

- Step 1: Tap on the Guest information edit icon
- Step 2: Update the basic information
- Step 3: Tap on Signature button, signature sign modal displays
- Step 4: Get Guest to sign in the signature section; Guest signature can be cleared and re-signed until they are satisfied
- Step 5: Tap on the Update button to save the changes



Note: The Guest Information fields are market variable shall vary market to market.

10:50 AM Mon 3 Nov

91%



## Test2 Ravi1

8218539022



### Ford Ranger

Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

Guest Info

Sales Note

Communication Log

### Guest Information



Guest Name  
Test2

Last Name  
Ravi1

Mobile Number  
8218539022

Email  
test@gmail.com

Purchase Timeline  
October 31, 2025

Interested Vehicle  
Ford Ranger

### Guest Signature

## Guest Journey



### Explore

Feel the 360 experience of your car [View Now](#)



### Configuration

Configure your car as per your needs [Completed](#)



### Accessories

Add hint of your style to your car [Completed](#)



### Ford Protect

Protect your car with Ford [Completed](#)



### Bill Estimate

Estimate bill of your configured car [Completed](#)



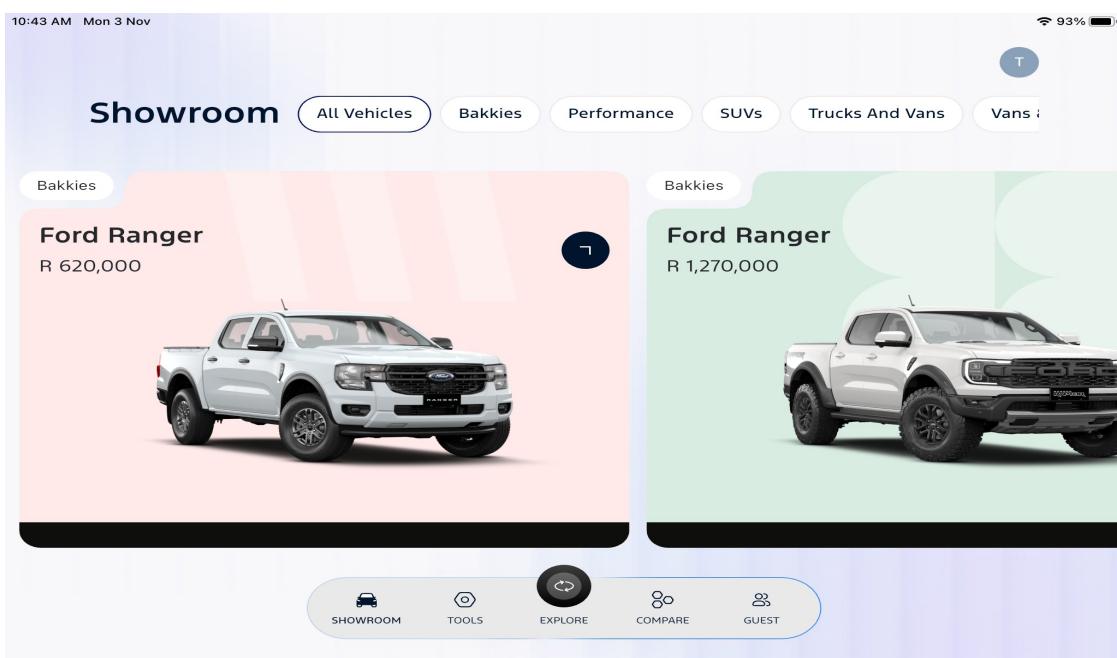
### Souvenir

A memento for you from us car

# Navigation Toolbar

Accessible from all main screens, the Navigation Toolbar provides entry points to all key sections.

## What does it do



On the bottom, a shortcut of key features is listed, providing constant and quick navigations from any stage of the sales journey.

*Note: The Guest shortcut icon is inactive in Guest Mode so the Customer cannot see the details of other Guests.*

On the panel:

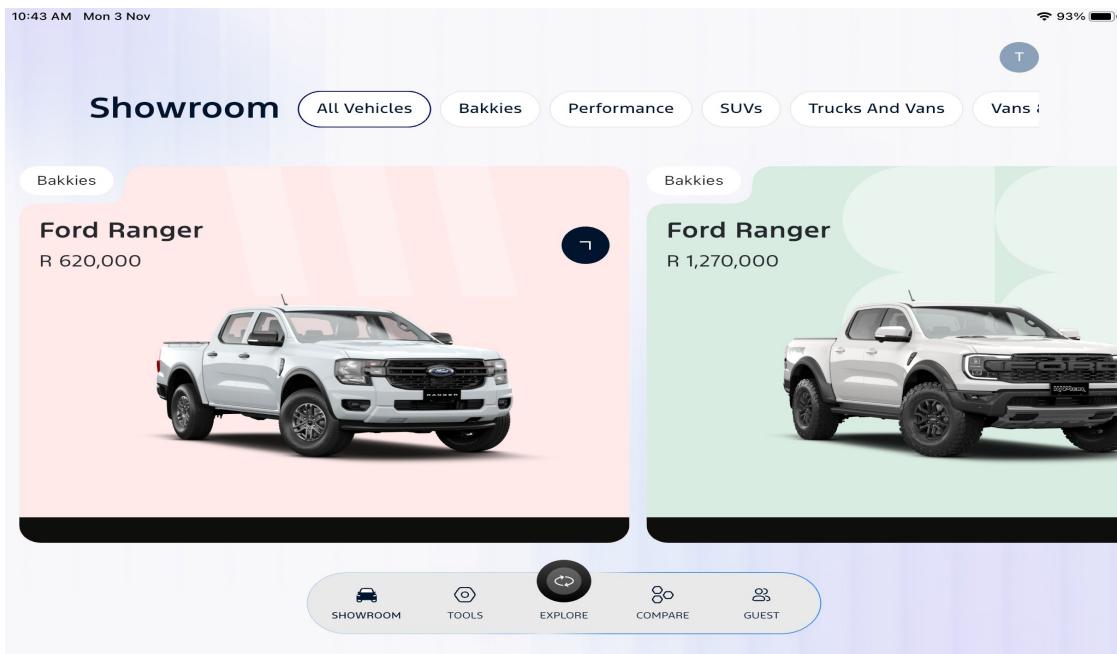
- Showroom button
  - Quick access to Showroom section
- Tools button
  - Quick access to Tools section

- Explore button
  - Quick access to Explore 360 section
- Compare button
  - Quick access to Competition Comparison section
- Guest button
  - Quick access to Guest section

## Showroom

After successful login into the app, the landing screen is in the Showroom section.

### What does it do



In Showroom section, users can:

- Change the postcode; dependent on this postcode, the drive away price of the vehicles will be reflected (*Available in selected markets*)
- View features of the vehicle of choice from the Gallery
- Swipe left/ right to make a selection of vehicle of Guest's interest

- d. Tap on Explore to enter Explore 360 sections
- e. Tap on any of the vehicle type button, i.e. Cars, Commercial, Performance, SUV to view/ select a vehicle of interest from specific vehicle categories
- f. View all the vehicles available for the nameplate selected
- g. View and filter Offers available (*Available in selected markets*)
- h. Tapping on a vehicle hero image to make it active and enter the Model / Package Selection section

## How does it work

### Select and Explore a Vehicle of Interest

- Step 1: Take the following options to select a vehicle of interest:
  - Tapping on left/right arrow icons to swipe left/ right, or:
  - Tap on any of the vehicle type name, i.e. Cars, Commercial, Performance, SUV *the categories displayed is market variable*), all vehicles available in the selected category will be displayed, or:
  - Tap on All Vehicles, all vehicles available will be displayed
- Step 2: then tap on a vehicle hero image to make it a vehicle of interest and enter the Model /Package Selection section directly.

# Model / Pacakge Selection Section

7:32 7:30 ← ←

**Ranger**

Filters Engine Series Body

Platinum 3.0L V6 Diesel 10AT Full Time 4 Wheel Drive R1,150,000

Features

- ✓ The right drive mode for every surface
- ✓ Seamless and smart connectivity

+51 More features

Configure

7:30 ←

**Features of**  
Platinum 3.0L V6 Diesel 10AT Full Time 4 Wheel Drive

**Smart**

The right drive mode for every surface

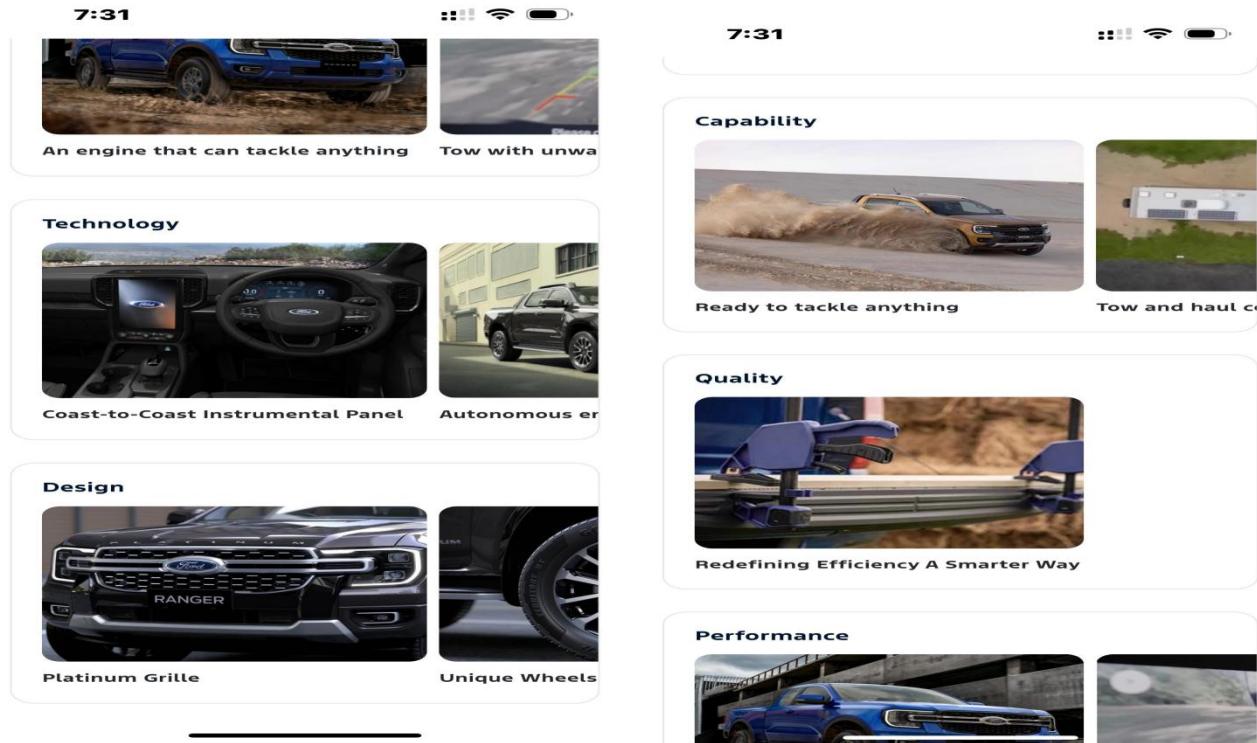
**Safety**

5 Star Safety Rating

**Capability**

Extra protection

- Step 1: tapping on the 51+ Features button at each Model Section will show All available features of the vehicle.
- Step 2: tapping on Back icon to close/ exit All features view



\*The screenshot is for reference only and elements are market dependent

- Step 3: Tapping on a feature image to go to open feature details view
- Step 5: If multiple features are available, swipe downward / upward to view different categories and left / right to see different features in that category.
- Step 7: Tapping on Back icon to close/ exit full screen view
- Step 8: Tapping on X icon to close/ exit feature details view

## Navigate to Other Sections

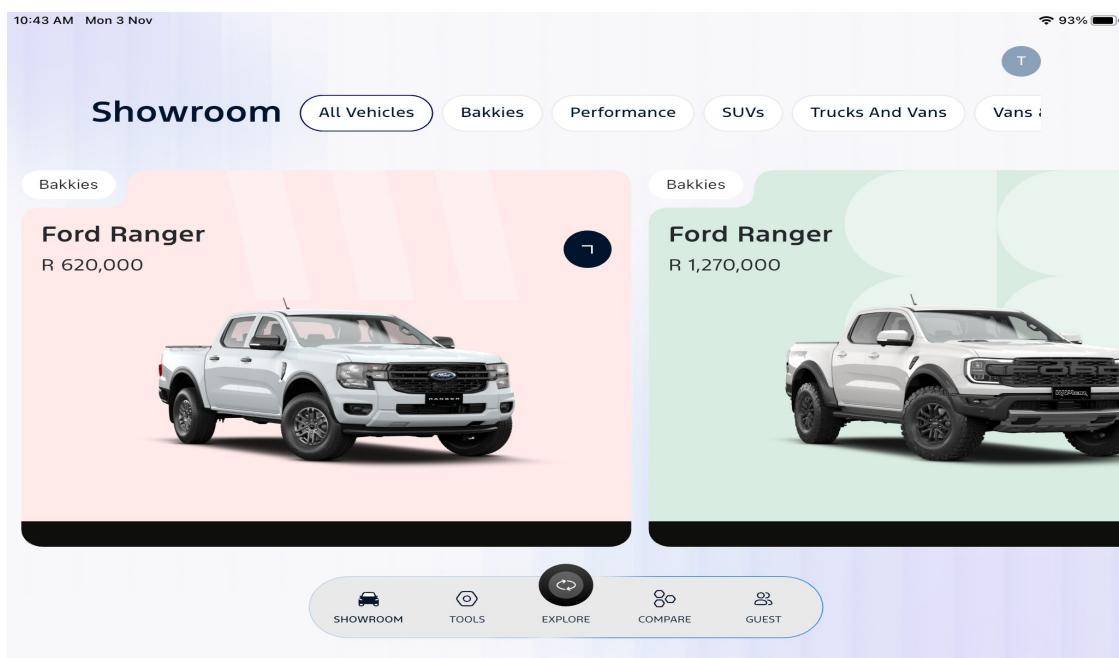
- Navigation to Explore 360 by tapping on Explore 360 icon on top right left to Competition Comparison,
- Navigation to Competition Coparison by tapping on Competition Coparison icon on top right corner
- Navigation to Model / Package Comparison by tapping on Compare on each Model Card, you can add upto 4 Models for comparison in iPad / Tablet and 2 in Mobile device
- Navigation to Configure sections can be achieved by tapping on the Configure button

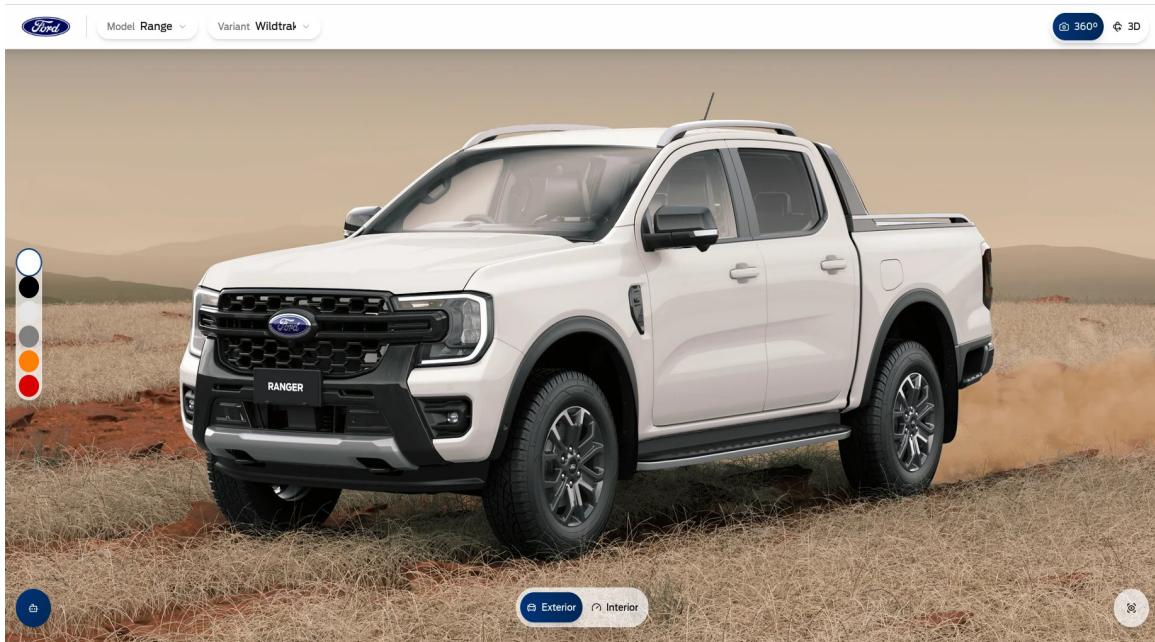
## Explore

## What does it do

The Explore section can be accessed from the navigation toolbar at the bottom of the Showroom screen or from Model Selection Screen on top right corner.

Ideally, the user would take a tour in the Showroom and select a vehicle of interest for further exploration if not the same can be selected from explore screen.





\*The screenshot is for reference only and elements are market dependent

From the Explore, users can:

- Switch between models to explore 360 view for them (Not All Nameplates and their Models would be available for 360 Degree Explore)
- Go Back to previous screen
- Explore the vehicle features in details:
  - Rotate vehicle around for 360 view by moving the hand cursor left and right
  - Explore Exterior and Interior view by clicking on Exterior and Interior button
  - Explore different colors by selecting one from the available options
  - Explore different features by clicking on Hotspots, each hotspot on click will show the image and description of that feature.
  - Explore 3D Vehicle Interaction by like Open / Close Doors etc (Jan 2026)
  - Explore AR View (Jan 2026)
  - Explore Vehicle information using Ford AI Chat (Jan 2026)

## How does it work

### Switch Modes

In the Explore section, there are 3 view modes available:

*If view modes are not applicable to the models, they will be in disabled/ inactive status.*

- 3D and AR view: view vehicle in 3D and AR mode
- Exterior / Interior View: Switch between Exterior and Interior view of the vehicle
- Hotspots: Turn on hotspots on the vehicle

## Configure

The Configure section is accessible through Selection on Nameplate from Showrrom screen followed by Model Selection and clicking on Configure button on specific Model whcih Guest wants to purchase.

10:44 AM Mon 3 Nov 93%

Ranger

Compare With Competitor Explore 360° View

Filters Engine Series Body Style

**Platinum 3.0L V6 Diesel...**  
R1,150,000

Compare

**Features**

✓ The right drive mode for ...  
✓ Seamless and smart conn...

[+51 More features](#)

**Configure**

**Ranger Tremor 2.0L Bi-T...**  
R1,008,000

Compare

**Features**

✓ The right drive mode for ...  
✓ Seamless and smart conn...

[+50 More features](#)

**Configure**

**Ranger Wildtrak 2.0L Bi...**  
R841,500

Compare

**Features**

✓ 5 Star Safety Rating  
✓ Extra protection in all dire...

[+52 More features](#)

**Configure**

**Ranger Wildtrak X**  
R841,500

Compare

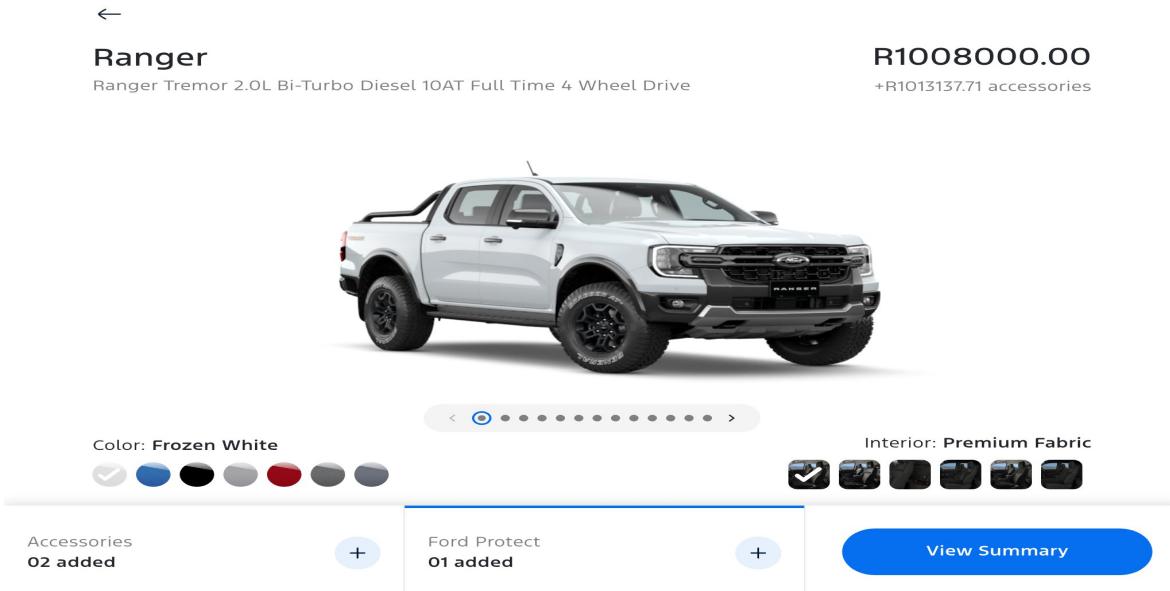
**Features**

✓ 5 Star Safety Rating  
✓ Extra protection in all dire...

[+52 More features](#)

**Configure**

## What does it do



\*The screenshot is for reference only and elements are market dependent

From the Configure section, users can:

- Select Package/ Model and go to Model Compare section
- View MSRP price of the vehicle, this is dynamic content in line with the vehicle selected
- View the Summary of the configuration
- Configure vehicle by category (g):
  - Trim
  - Paint

## How does it work

### Change configuration models/packages

The active sales lead, i.e. the vehicle selected from the Showroom section is the one displayed on the Configure section.

The user can view and change models for configuration by selecting the desired model and clicking on configure from Model Selection Screen:

## Configure Models

The user can configure the vehicle by the following categories in the Configure section to help the Guest create their desired vehicle:

- Color / Paint
- Trim

### Configure Color / Paint

- Tap on the Color radio button at the bottom left-hand side of the screen
- All available Color options will be displayed next to it
- Tapping on a Color option, the vehicle color and background color will change accordingly
- If the color configuration requires additional cost, the MSRP price on top will be updated automatically to include the additional cost

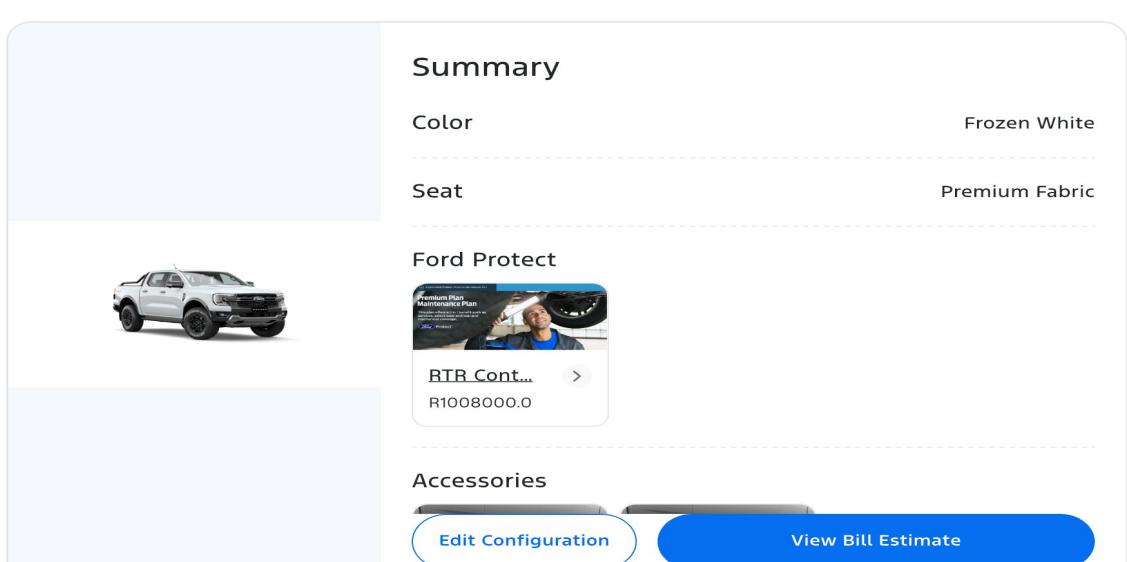
### Configure Trim

- Tap on the Trim button at the bottom right
- All available trim configurations will be displayed next to it
- Tapping on the selection icon on a trim option selects it
- If the trim configuration requires additional cost, the MSRP price on top will be updated automatically to include the additional cost

### Configuration Summary

Once the Guest is satisfied with their configuration, tap on the Summary button from Configure screen:

All configurations the Guest selected are saved and displayed on the Summary screen.



10:47 AM Mon 3 Nov

92%

**Ranger**

Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

**R1008000.00**

+R1013137.71 accessories

**Summary**

Color: Frozen White

Seat: Premium Fabric

**Ford Protect**

**Accessories**

**Edit Configuration** **View Bill Estimate**

From the Summary screen, the user can:

- Edit configuration: tapping on the Edit Configuration button, directs back to Configure screen
- Go to View Price Estimate

## Model Compare

In the DSG, the user can take the Guest through the model Compare section to view all the available models under the same nameplate.

The goal is to help the Guest find the most suitable model to their needs and use it as a good upsell opportunity.

## What does it do

Select Nameplate from Showroom Screen, all the available models will be shown, on each model

Compare Selection icon is there, by selecting / deselecting it, you can add / remove the models from comparison, in the model Compare section, users can:

- Filter differences among models
- Expand/ Collapse sections
- Return to the Model Selection Screen
- Change models
- Add new models (maximum 4 models can be added for comparison on iPad/Tablet and 2 on Mobile)
- Expand/ collapse feature view mode per section

**Audio And Communication**

- AM/FM Stereo Radio
- Bluetooth<sup>®</sup> with Phone / Audio Streaming
- Colour Multi-Function Touch Screen Display
  - 12" screen
  - 12.4"
- Digital Instrument Cluster with Configurable Display
  - 8"
  - 12.4"

## How does it work

### Manage models for comparison

#### Add or Change models for comparison

If the Guest wishes to change the models selected for comparison, it can be done via:

- Step 1: Click on Add Vehicle + button to select new model for comparison, the result will be updated on the screen
- Step 2: Tapping on the X button icon on the top right corner of the vehicle, directing to Add Vehicle Section

## Compare models

Once the Guest is satisfied with the models selected for comparison, they can review the comparison results on the model Compare screen.

The user can view the results by:

- Show Differences: this will display only the differences among the models selected against the active model, allowing the Guest to make quick judgements.
  - Tapping on the Show Differences Only toggle to enable/ disable the view options
- Expand / Collapse Sections: this will expand the collapsed sections to allow for a complete view, allowing the Guest to have a comprehensive comparison
  - Tapping on the V / ^ icon to expand / collapse the sections
- Select specific section: this allows the Guest to view details section by section of their choices.

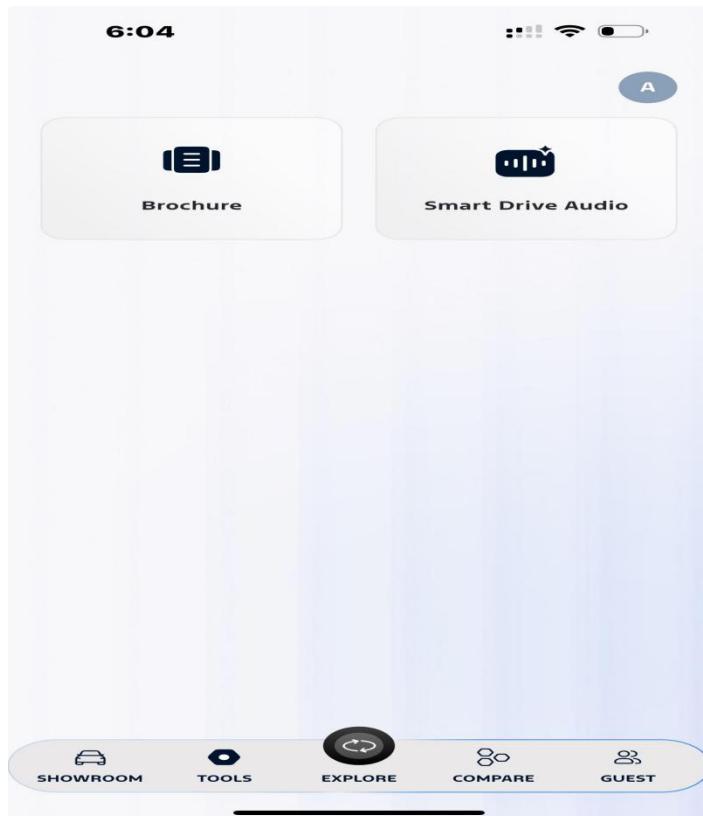
- Tapping on the downward arrow button at the end of each section title to expand the section content
- Once the content of the section is expanded, tapping on the upward arrow button to collapse it

*Note: when in expansion mode, the user needs to scroll the screen up to see more content than displayed in view.*

## Tools

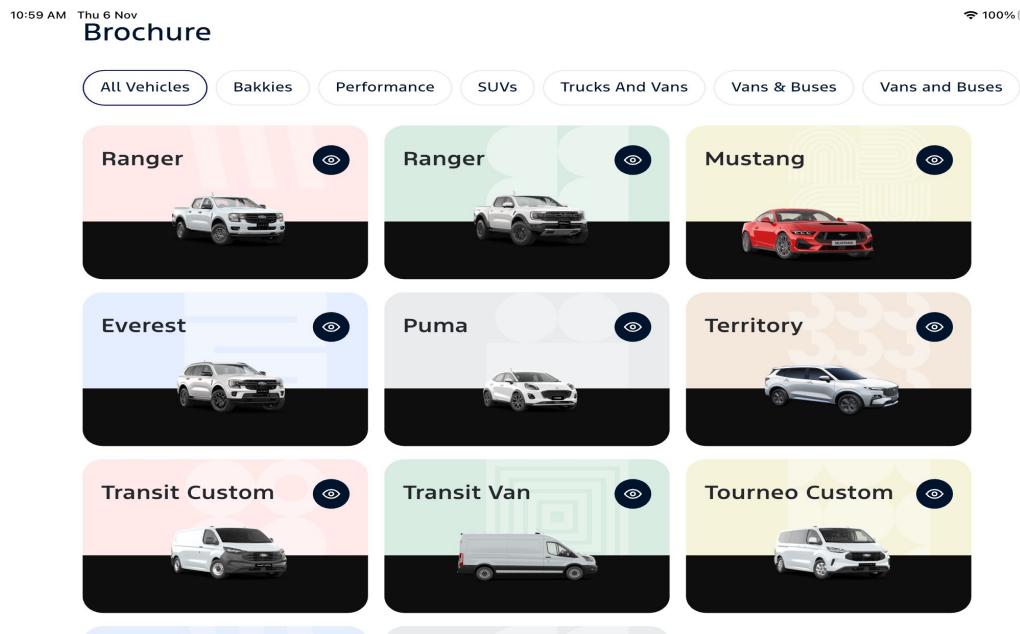
From Tools panel, below can be accessed:

- Brochures
- Smart Drive Audio
- Souvenir (Phase 2: Jan 2026)



## Brochure

- Click on Tools from the navigation Tool Bar at bottom, on tools screen tap on the Brochure button
- Tap on the card with vehicle thumbnail image for which you want to open the brochure to view the brochure pdf or
- To share the brochure tap on share button on the card and all the share options will show



## Smart Drive Audio

The Smart Drive Audio journey can be accessed in the following way:

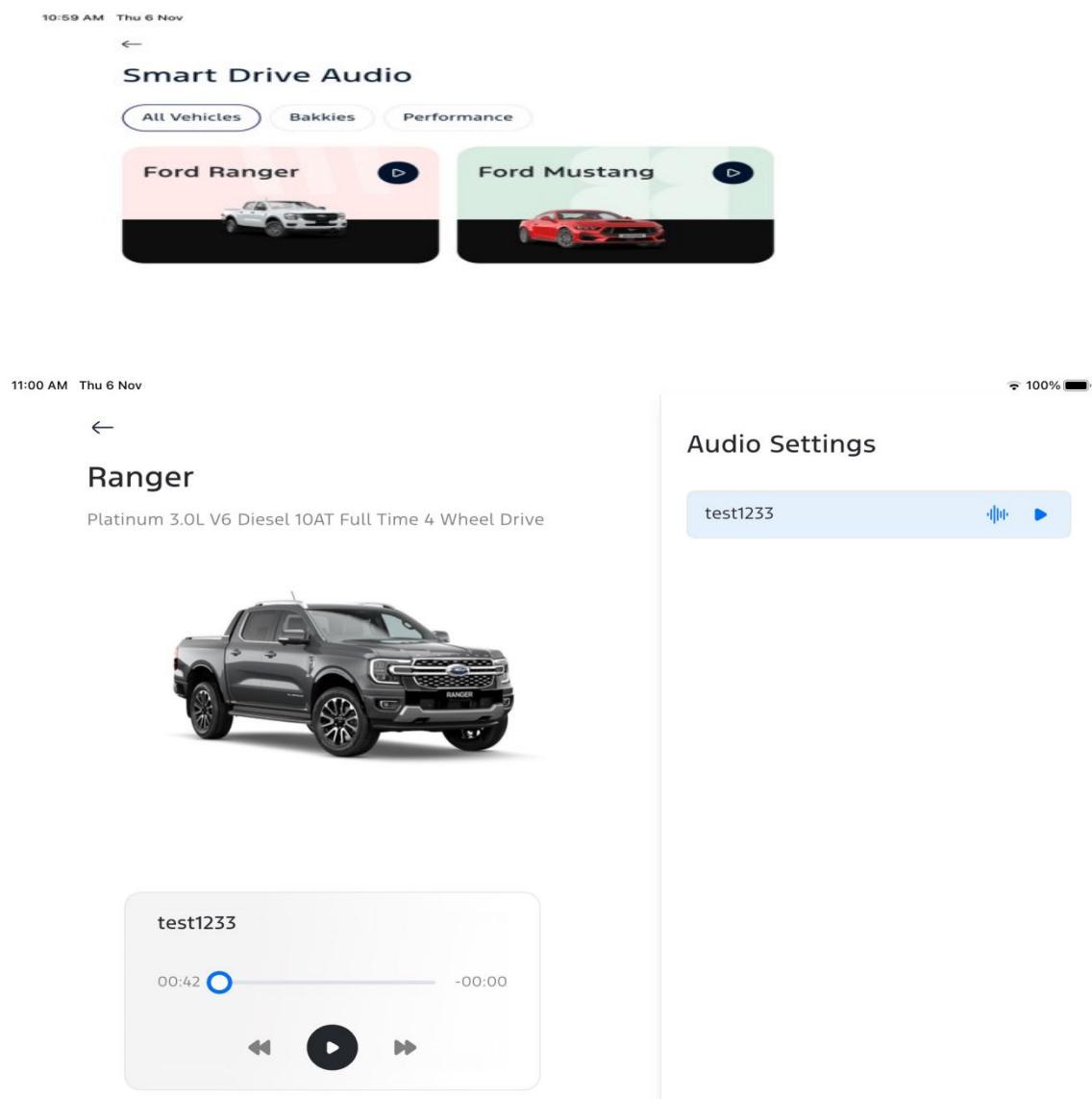
- Click on Tools on the Navigation Toolbar at bottom then click Smart Drive Audio

Smart Drive Audio can also be used for education and training for the SC to learn about specific features of Vehicles.

The Smart Drive Audio section contains a list of audio tracks for certain features of the vehicle selected.

While the Guest is driving, the user can connect his device to the vehicle via Bluetooth and play the

audio tracks via the Smart Drive Audio.

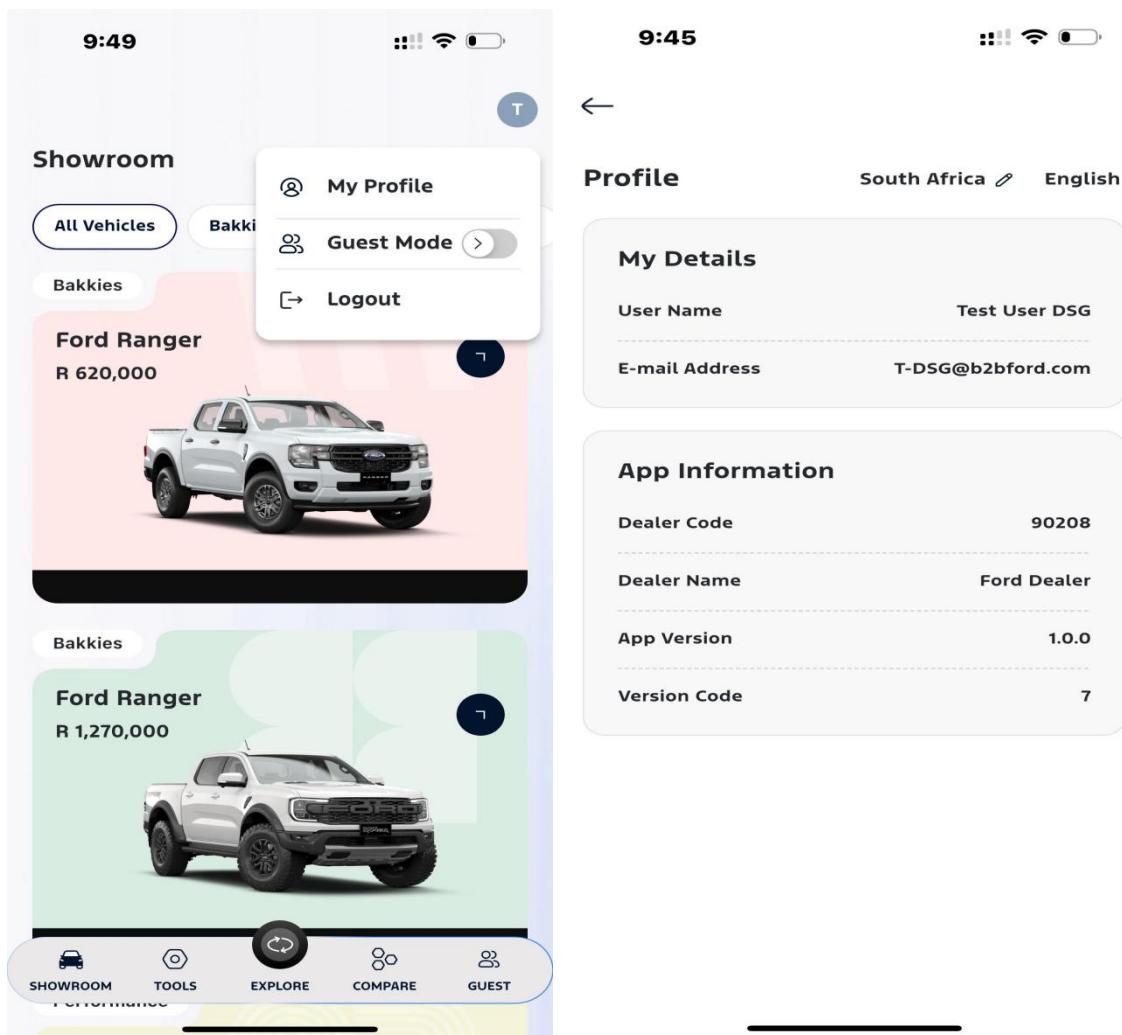


## How does it work

- Click on Tools on the Navigation Toolbar available at the bottom then click Smart Drive Audio on Tools Screen.
- Select the Vehicle and its package for which you want to see the audio tracks
- Tap on the play icon to play the desired track(s)
- Tap on Back icon to go on previous screen and exit the Smart Drive Audio
- Access the list of audios across all nameplates

## My Profile

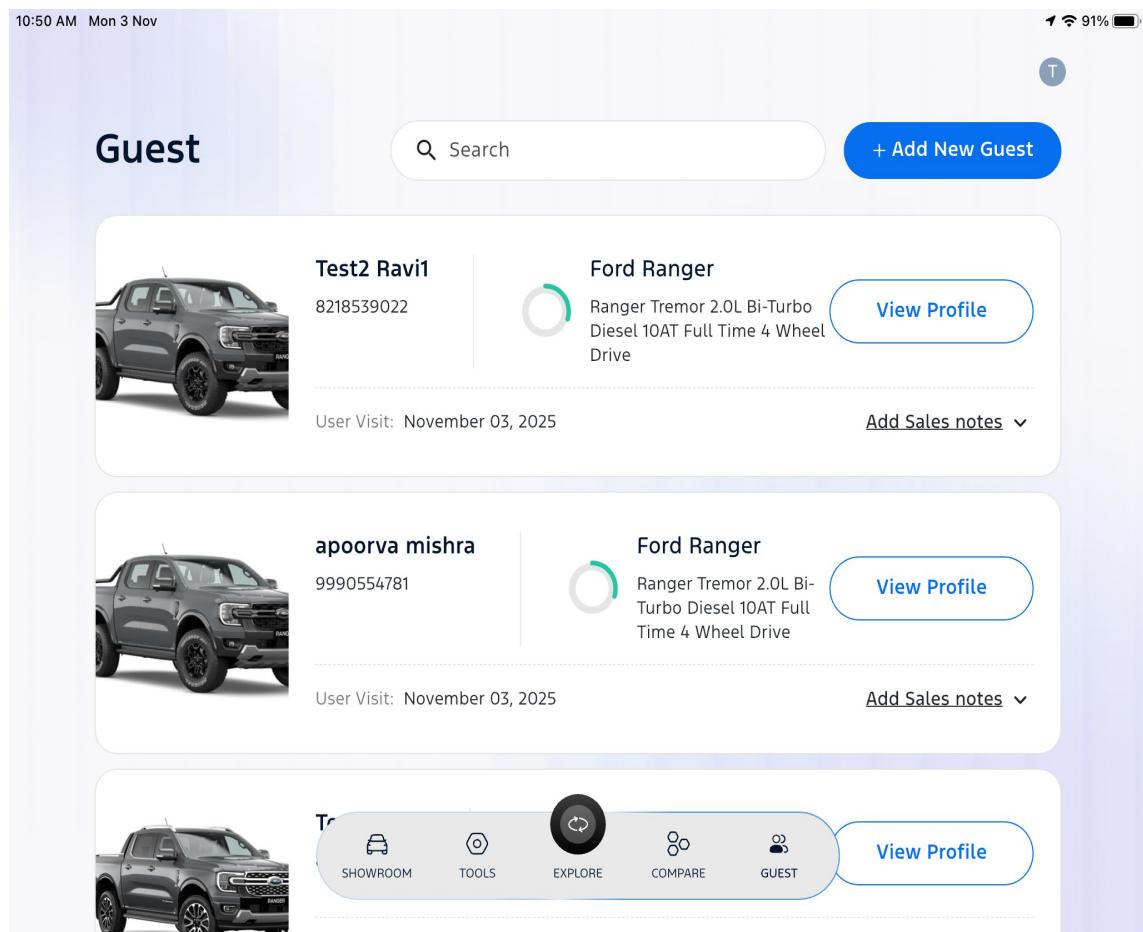
- My Profile can be accessed by clicking the my profile icon from top right corner of the screen
- My profile screen is mainly view only, the user can:
  - Check his details in My Details section
  - Check for App information
  - Switch Language and Countries from available options as applicable
- Exit the screen by tapping on the back button icon



## Guest Section

### Search Existing Guest

- From the Navigation bar at bottom click on Guest to open Guest Section, tap on the Search Bar on top.
- Type in the the exact number
- If the number is not an exact match, no result will be presented
- If matching results found, they will be displayed under the search content



10:50 AM Mon 3 Nov

91%

**Guest**

Search [+ Add New Guest](#)

**Test2 Ravi1**  
8218539022

**Ford Ranger**  
Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

[View Profile](#)

User Visit: November 03, 2025 [Add Sales notes](#)

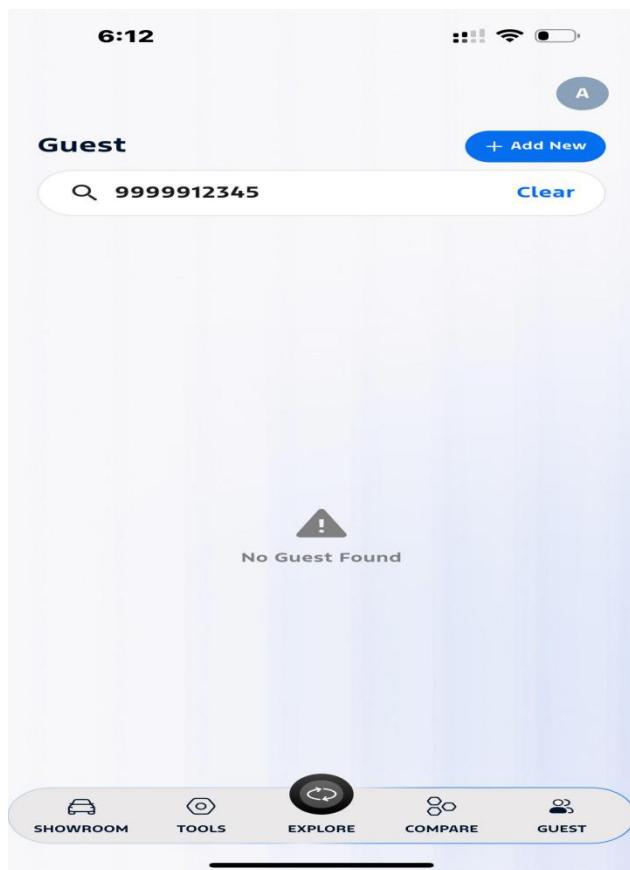
**apoorva mishra**  
9990554781

**Ford Ranger**  
Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

[View Profile](#)

User Visit: November 03, 2025 [Add Sales notes](#)

SHOWROOM [TOOLS](#) [EXPLORE](#) [COMPARE](#) [GUEST](#) [View Profile](#)



## Guest Profile

### What does it do

Accessible from the the navigation toolbar at the bottom. On the Guest screen all the guest leads will show, by clicking View Profile the Guest profile will open



## Test2 Ravi1

8218539022



### Ford Ranger

Ranger Tremor 2.0L Bi-Turbo Diesel 10AT Full Time 4 Wheel Drive

[Guest Info](#)[Sales Note](#)[Communication Log](#)

#### Guest Information

Guest Name  
**Test2**Last Name  
**Ravi1**Mobile Number  
**8218539022**Email  
**test@gmail.com**Purchase Timeline  
**October 31, 2025**Interested Vehicle  
**Ford Ranger**

#### Guest Signature

## Guest Journey



### Explore

Feel the 360 experience of your car [View Now](#)

### Configuration

Configure your car as per your needs [Completed](#)

### Accessories

Add hint of your style to your car [Completed](#)

### Ford Protect

Protect your car with Ford [Completed](#)

### Bill Estimate

Estimate bill of your configured car [Completed](#)

### Souvenir

A memento for you from us car

- View the Guest Info, Vehicle details, Sales Note, Communication log and Guest Journey
- Share Information: Vehicle Details, Price Estimate, Brochure and Souvenir to Guest through email.
- Guest Journey with Quick Access to the following items
  - Explore 360
  - Vehicle Configuration Details
  - Price Estimate
  - Souvenir
- Manage Sales Notes
- Manage Communication Logs
- Manage Guest profile

## How does it work

### Manage Guest profile

This is optional. Guest information collected along the journey prior to this step has been saved against the Guest profile and displayed in the Guest profile.

- From here, the user can edit/ update/ complete the Guest profile fields
- Once satisfied, tapping on the Update Guest button to save the changes made.

### Manage Available Leads

The active lead (Not older than 3 months) is available in Guest Section.

In DSG Application there can be only one lead that can exist with same mobile number same package at Dealership.

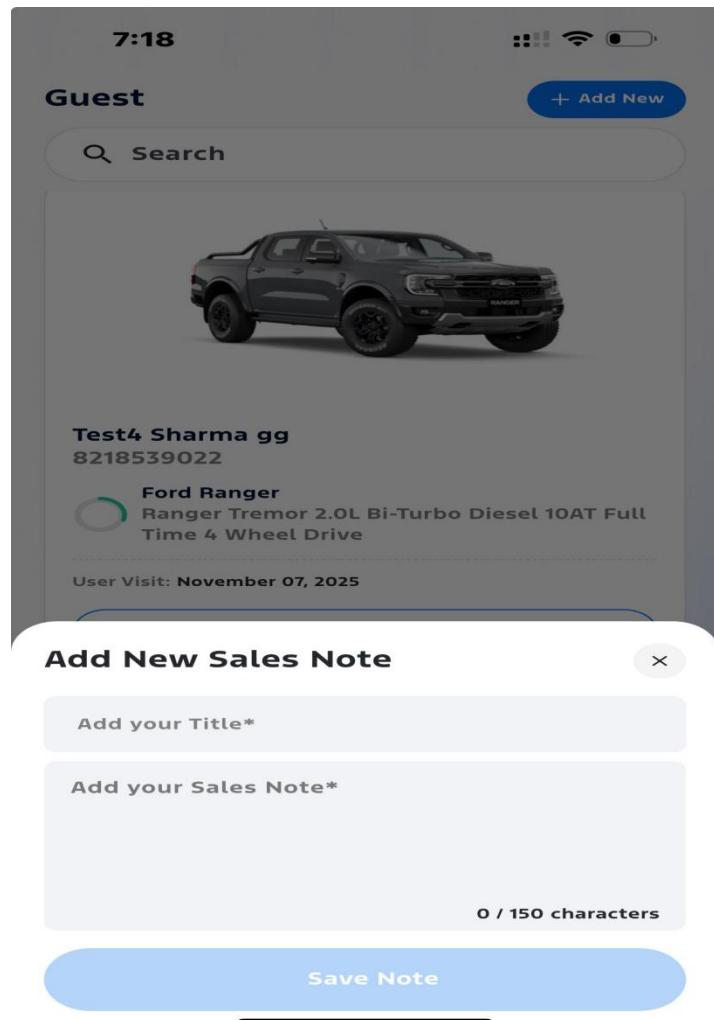
Always try to search if the lead for the guest already exist, if yes then work on the existing Guest lead, if no Guest Lead found with the mobile number create a new lead.

### Manage Sales Notes

Sales Notes located below the vehicle details on the Guest Profile Screen, left to Communication Log. Sales Notes allows you to add notes and Guest requirements for yourself or other SCs to see the next time the Guest Profile is retrieved.

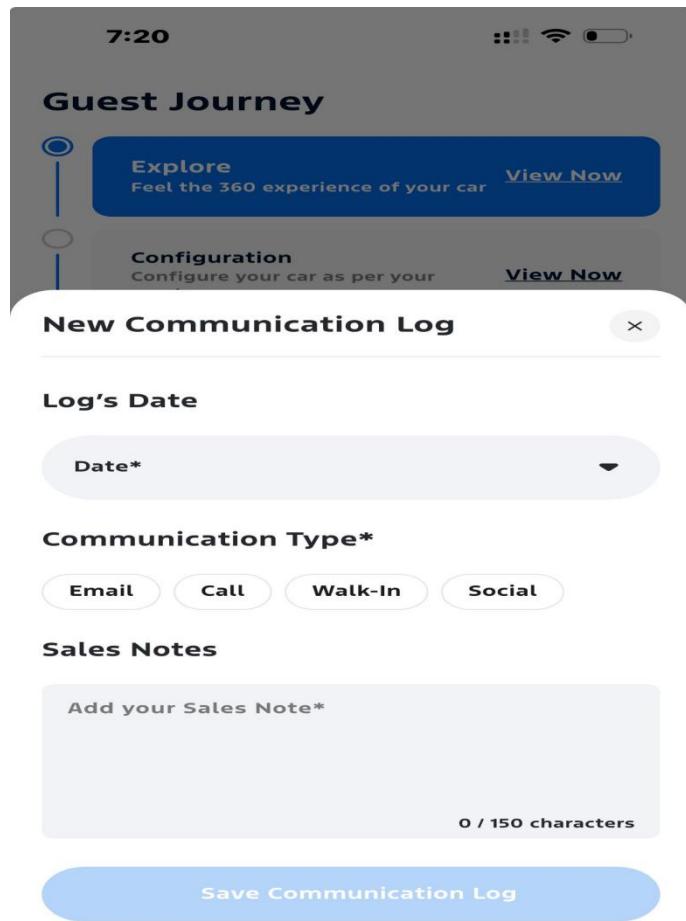
#### Create a new Sales Note

- Step 1: Tap  to create a new Sales Note.
- Step 2: Fill in the title of the note.
- Step 3: input the notes.
- Step 4: Tap Save Note button to save the note; tap  to cancel without saving.



## Manage Communication Log

Communications Log locates below Vehicle Details on the Guest Profile screen, right to Sales Notes column, where you can record communications sent to the Guest for convenient referencing the next time the Guest Profile is retrieved.

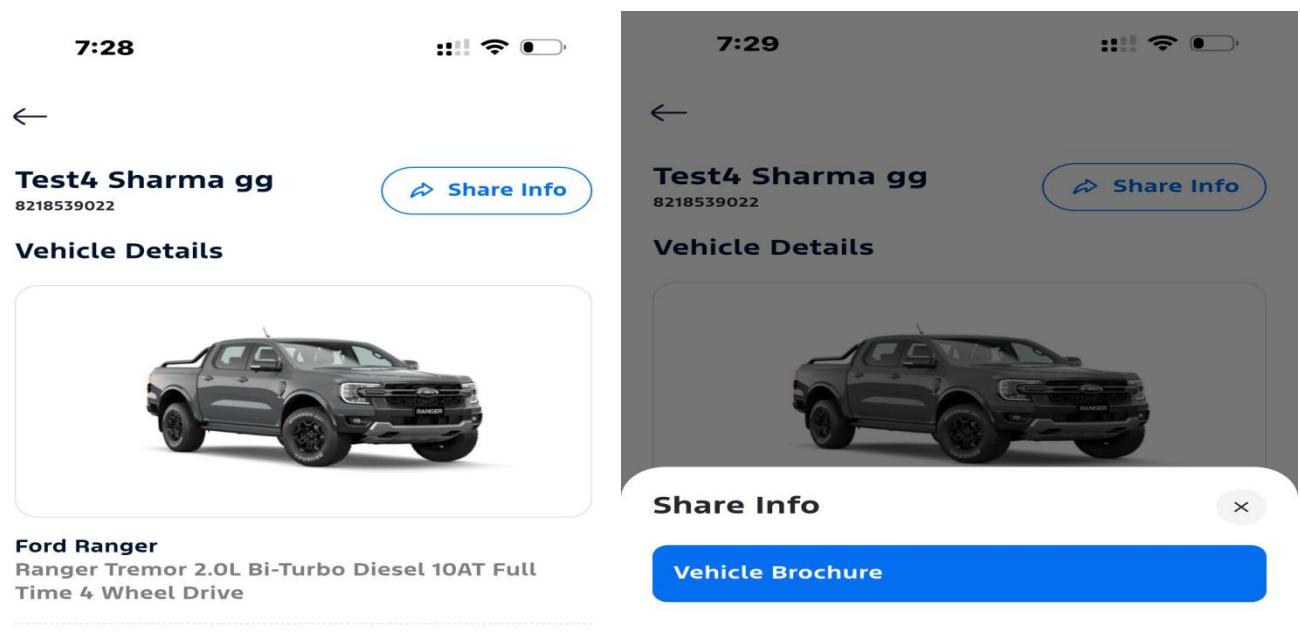


## Create a new Communication Log

- Step 1: Tap  to create a new Communication Log.
- Step 2: Fill in the title and description of the log.
- Step 3: Select the communication type
- Step 4: Tap Save Log button to save the log or tap  to cancel without saving.

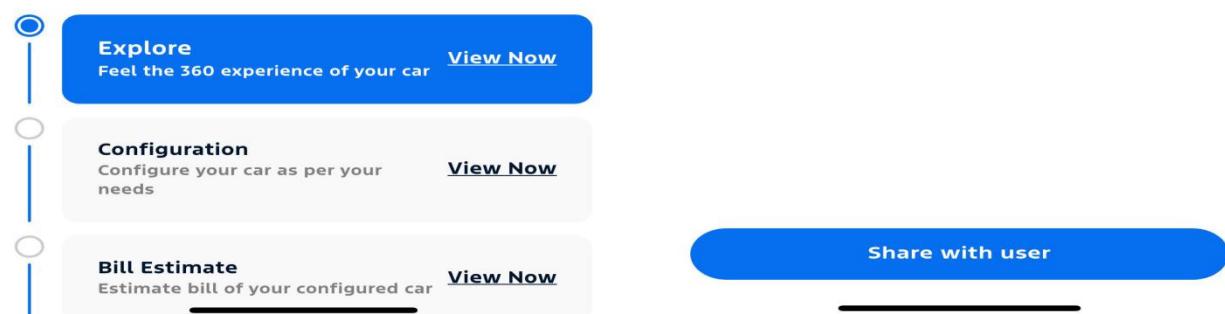
## Share Information to the Guest

- Step 1: Tap 'Share Info' button on the Guest Profile screen, directing to the Send Info screen for item selection.
- Step 2 Select / the item (or multiple items) to be sent to Guest.
- Step 3: Click on Share with Guest to send selected items to Guest over email.



User Visit:

### Guest Journey



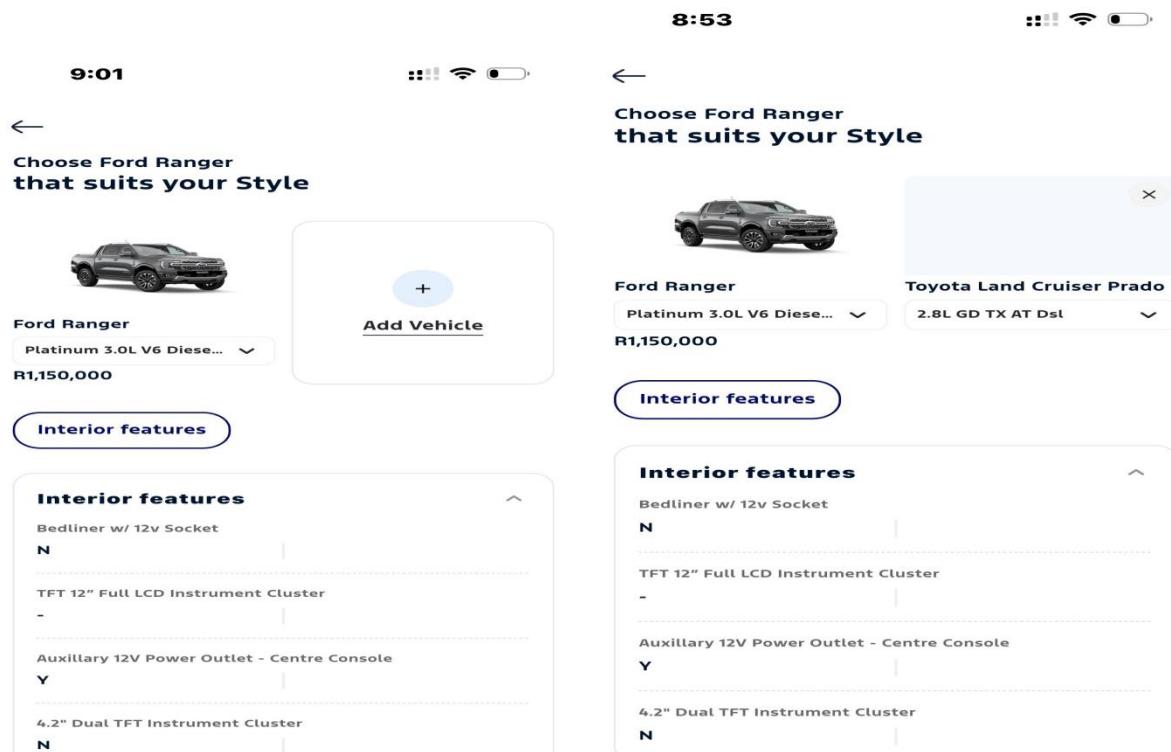
# Competitive Comparison

The user can help the Guest to conduct a comparison between the Ford vehicles with other brands in the DSG.

## What does it do

Accessible by clicking Compare icon on the navigation toolbar at the bottom, users can:

- View the comparison results by filtering the Ford advantages and view all the comparison results
- Exit the section by tapping on the back icon and return to previous step
- Select Brand and Models
- Expand/ collapse view comparison results by section



## How does it work

This section works in a similar fashion as it does in the PackageCompare section.

### Select/ Deselect vehicles/ brands for comparison

- Step 1: Tap on the Add Vehicle + button and select Ford models and competitor brands
- Step 2: Tap the X icon to remove any selected Model to change brands selected, Add another Vehicle
- Step 3: Tap on the Add a Vehicle to Compare to add a selection;

### View comparison results

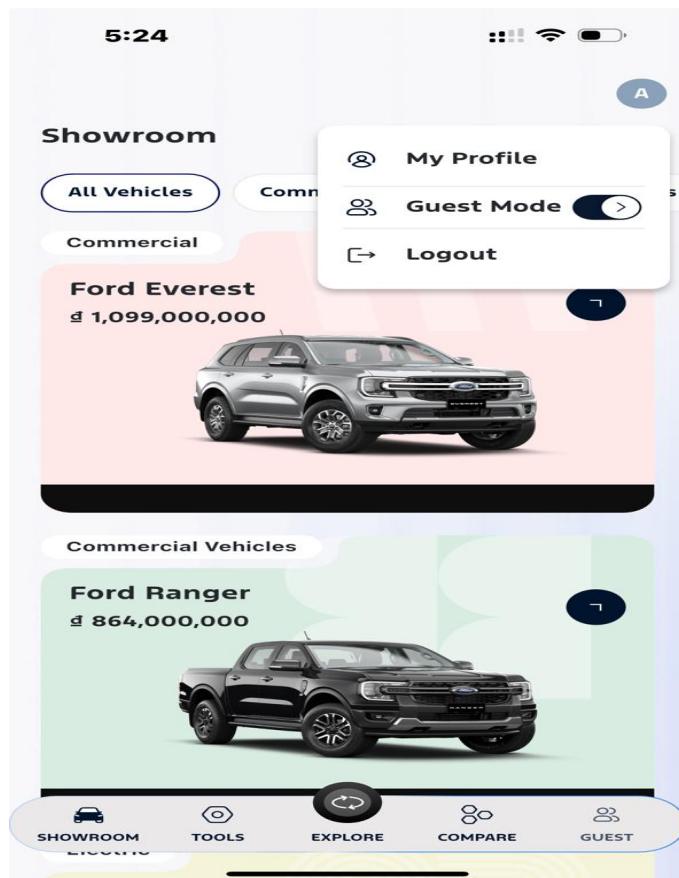
- Tapping on Show Ford Advantages to view all advantages Ford vehicle has over the selected brands;
- Tapping on the v /^ icon to view and collapse detailed content per section

## Guest Mode

Accessible from the top right corner section, the Guest Mode allows Guests to explore on their own, if they wish to be left alone.

- Tapping orTurning on the Guest Mode button
- When the Guest finishes their exploration, tapping on the Guest Mode to exit Guest Mode

- Guest Mode, the experience will be limited
  - Access the Showroom section
  - Access the Explore section
  - Access the Configure section
  - Access model Compare Section
  - Access Tools Section
  - **Not Accessible Guest Section**



# Offline Mode

The DSG Application will not work in Offline Mode.

## FAQ

Q1: What can I do if the app fails to download?

- This sounds like an internet problem, please double check your WiFi signal and make sure you are connected.

Q2: The app won't open. What's the problem?

- The most common cause is the app is 'not trusted' by your iPad, to fix this, follow the steps in the [DSG Installation Guide](#).

Q3: I'm a sales consultant, why can't I login?

- You should check that your SPS ID, job role, and password are valid, and that they belong to the dealership where you are logging in.
- If your SPS ID is valid and the country is correct, please contact your supervisor for further assistance.

Q4: How can I report a crash?

- We are constantly working to improve the DSG, please report repeated crashes to your supervisor or on [fordcare@girnarsoft.com](mailto:fordcare@girnarsoft.com) so we can address the issues.

Q5: Can I install the DSG on an iPhone or an Android device?

- Yes

- Please make sure you are running the latest version of iOS (15 or later) and Android 10 and above and you have sufficient space to instal the application.

Q6: Why can't I retrieve a Guest profile?

- Check your WiFi signal and make sure you are connected to the Internet.
- Double check and make sure you have entered the exact phone number of the Guest; near matches will not be found, only exact matches

Q7: Can I share my iPad and DSG with another sales consultant?

- You may share your iPad with a colleague but make sure you have successfully logged out of the DSG first. If not, all new sales leads will be stored against the wrong profile.

Q8: How can I create an Active Vehicle?

- An active vehicle is created automatically by going from Showroom to Explore.

Q9: What if I can't find my question here?

- Please let your manager know and they will get in touch with the relevant teams at Ford to help you or drop an email at [fordcare@girnarsoft.com](mailto:fordcare@girnarsoft.com).

## Support

If you have any other questions, please contact your Dealership Manager; they have been instructed to consult the FGE Dealer team.

Note: Few Sections and module might not be available for use in your Market. This is a standard DSG User Manual which covers all Section and Modules available in the DSG application.

-----End Of Document-----

