OnStar

General Motors includes the OnStar system in many of its vehicles. OnStar is a location system, information system, and communication system available to those drivers who wish to subscribe to the service.

**1** - Go to the OnStar website, [**http://www.onstar.com**](https://courses.smumn.edu/webapps/blackboard/content/contentWrapper.jsp?content_id=_1214183_1&displayName=Linked+File&navItem=content&attachment=true&course_id=_69091_1&tab_group=courses&href=http%3A%2F%2Fwww.onstar.com%2F) and read over some of the services that are offered to consumers.

**2** - Based on your review of this website, write a 2-page memo describing the various ways that OnStar can be used as a CRM tool by General Motors, specifically in the context of creating interactions, gathering customer data, and customizing service offerings to customers.

**The memo will be assessed based on the extent to which you assessed the OnStar website per the aforementioned outline.**