

SEF step: Appointment

What should be the outcome of the solution: Every customer inquiry is answered in a professional and friendly manner.

KPI: 7.3.1 Q2. Ease of booking your appointment.

What do you need (tools): Appointment planning tool.

Who do you need: Receptionist, Service Advisor

How to:

Step 1: Define a process for the handling of customer inquiries.

Step 2: Make sure new customers are allocated a Service Advisor by name.

Step 3: Make sure that an electronic appointment planner is known and used by the staff.

Step 3: Make sure that calls are answered within 3 rings.

Step 4: Make sure email inquiries are answered within 2 hours.

Step 5: Use the JLR script for the call.

Step 6: Offer choice of suitable dates and times for customer appointment.

Step 7: Confirm all customer contact and vehicle details.

Step 8: Establish customer's preferred method of contact for this booking.

Step 9: Inform customer of the time needed for the dialogue reception.

Step 10: Check Vehicle for outstanding campaigns and ensure these are included on Repair Order.

Step 11: Calculate Total Repair Time.

Step 12: Identify parts required for repair and availability.

Step 13: Establish customer's desired mobility requirements.

Step 14: Confirm cost (where applicable) with customer.

Step 15: Describe Drive Through Lane/Service Lane facility (where applicable) and how to use it.

Steps	Bookings / Existing Customers / Warranty Work
1. Professional Greeting	<p>Good Morning/Afternoon, [Dealer name], [Your name] speaking.</p> <p>How may I help you?</p>
2. Qualify	<p>[Paraphrase]</p> <p>e.g. You'd like a service & a check on your brakes.</p> <p>To help speed this up. I'll just need a bit of information.</p> <p>Example Only:</p> <p>Has the car been with us before?</p> <p>The registration number?</p>
3. Name & Number	<p>Thank you, I'll just check your details. [Enter registration number into DDW/dealer database to bring up details – clarify details on screen: vehicle details and personal details. If the vehicle details and customer details are not already on the system, gather the details now]</p> <p>Are you still living at..... ?</p> <p>And your current contact number is.....?</p> <p>Gain any other information as required over the phone.</p>
4. Fixed Appointment	<p>We have some time available on Wednesday, Friday and every day after that. Which day suits you best?</p> <p>And were you looking at bringing your car in early morning, late morning or afternoon (propose time if vehicle is required for a lengthy period).</p> <p>[General Benefit Statement:]</p> <p>To ensure we can look after you promptly and properly, we have an opening available at and another at Which of those suits you best?</p> <p><i>[If unsuccessful] Which time would suit you better? [Check whether requested time slot is available or select nearby time].</i></p>
5. Commitment to Fixed Appointment	<p>That's great. I'll just write that appointment into our schedule.</p>
6. Allocation of Service Advisor	<p>Do you have a pen or pencil handy?</p> <p>So your appointment time is and your Service Advisor's name is Simon Smith, spelt S-M-I-T-H</p>
7. Directions to Dealer	<p>Do you know how to get to our Dealer and Service Department? <i>[if no, proceed to give directions]</i></p>
8. Recap, Recommit & Leave Customer on a High	<p>Just to confirm, <i>[use customer's name]</i>, [Simon] will be ready for you at [state specific appointment time]. If for any reason it looks like you'll be running more than about five minutes late, could you please give us a quick call? Thank you very much.</p>

Steps	Price Shoppers / New Customers
1. Professional Greeting	<p>Good Morning/Afternoon, [Dealer name], [Your name] speaking.</p> <p>How may I help you?</p>
2. Qualify	<p>[Paraphrase]</p> <p>e.g. You'd like an estimate to have your front discs replaced. To help speed this up, I'll just need a bit of information.</p> <p>[Enter registration number into DDW/dealer database to bring up details – clarify details on screen: vehicle details and personal details. If the vehicle details and customer details are not already on the system, gather the details now]</p> <p>Examples Only:</p> <p>Has the car been with us before? If no:</p> <p>Is that a petrol or a diesel?</p> <p>Year of manufacture?</p> <p>Number of miles travelled?</p> <p>Time lapse since last service?</p>
3. Name & Number	<p>In order to give you the best quote/estimate, I'll just work out the price for you and call you back. It will only take 5 to 10 minutes - Are you calling from home or work?</p> <p>And your number there is?.....</p> <p>How do I spell your last name?.....</p> <p>And your first name?</p> <p>[Consider asking: Has your vehicle been with us before? Are you local?]</p>
4. Fixed Appointment	<p>Our estimate would be</p> <p>[If they mention that the price sounds too much, or that they have received a better price, give at least two benefits and build value. Don't pause] – e.g. we only use genuine parts; we have the latest diagnostic equipment; our technicians are fully trained by Land Rover; we will carry out a vehicle health check on your car free of charge; we will also give your vehicle a full valet.</p> <p>[If they say that they will go somewhere else because of price, ask] What can we do to win your business?</p> <p>We have some booking time available this Wednesday, Friday and every day after that – which day suits you best?</p> <p>And were you looking at bringing your car in early morning, late morning or afternoon?</p> <p>[General Benefit Statement:]</p> <p>To ensure we can look after you promptly and properly, we have an opening available at and another at Which of those suits you best?</p> <p><i>[If unsuccessful] Which time would suit you better? [Check whether requested time slot is available or select nearby time].</i></p>

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Steps	Telephone Check List
Welcome	<input type="checkbox"/> Good Morning / Afternoon + Brand and Dealership / AR Name <input type="checkbox"/> Advisor's First and Last Name
Customer Details	<input type="checkbox"/> Confirm the customer's First and Last names <input type="checkbox"/> Check the DMS to see if they appear on the system <input type="checkbox"/> Confirm they are a new customer and all details if no record is found <input type="checkbox"/> Confirm best contact number <input type="checkbox"/> Address check <input type="checkbox"/> Check email address and collect if none is present
Vehicle Information	<input type="checkbox"/> Model and VIN <input type="checkbox"/> Year of Registration <input type="checkbox"/> Mileage <input type="checkbox"/> Diesel / Petrol Engine - Capacity <input type="checkbox"/> Confirm any paperwork required in market – Ownership / Insurance etc.

Vehicle Concerns and Requirements

- Confirm services that are required
- Price of the service without additional work
- Any other requests or concerns from the customer
- Talk about additional services and / or seasonal offers
- Highlight the availability of Genuine Accessories available for their vehicle

Appointment

- Ask if the customer would prefer a morning or afternoon appointment
- What is their earliest preferred date for the work
- Offer alternative dates
- Confirm how long the dealership needs the car for (based on repairs)
- Name of the Service Advisor on the day of repair
- Alternative arrangements if the Advisor isn't available
- Confirm how long it will take to drop-off the vehicle
- Reinforce with the customer that you need to stick to the appointment time
- Give the time that the vehicle will be ready for collection
- Confirm preferred method of communication during repair (email, SMS, phone call)

Mobility Requirements and Summary

- Offer a number of mobility option: Courtesy car, collection and delivery, shuttle service or while-u-wait appointment.
- Clarify any costs/insurance details associated with the courtesy vehicle
- Confirm the choice of mobility option is available

Ask about any other requirements

Reminder: Bring your service book, driving license, insurance and other documents.

Final Summary

Agreed date of service/repair

Agreed time of appointment

Main reason for the visit

Confirmation of further requirements

Your Service Advisor on day of your appointment

Thank the customer for the booking