

SEF step: Appointment

What should be the outcome of the solution:

All customers are personally welcomed into the dealership.

KPIs: Q10c. Service Advisor recommendation, Q3d. Making you feel welcome & valued.

What do you need (tools):

DMS, Service plan policy, on line history, RFT Diagnosis Check Sheet

Who do you need: Service Assistant, Service Advisor

How to:

Step 1: Walk in customers must be acknowledged within 2 minutes of their arrival.

Step 2: The Service Assistant or Service Advisor must approach the customer.

Step 3: Check if the customer's vehicle has had a breakdown and been towed to the dealership.

Step 4: Request the customer's name and vehicle registration number.

Step 5: Check if the customer is already registered in the DMS.

Step 6: Confirm with the customer that the data in the DMS is correct.

Step 6a If there is no information in the DMS then collect the information needed from the customer and input it correctly.

Step 7: Gather information from the customer about the car to be able to estimate which repair is needed.

Step 8: Confirm if there are any outstanding service actions that need to be completed and whether a pre-diagnosis visit is required.

Step 9: Inform the customer of the time required to complete the repairs.

Step 10: Provide customer a choice of appointment dates/times – refer to courtesy transport.

Step 11: Summarise the content of the service/repair work.

Step 12: Inform the customer about the price for the repair.

Step 13: Inform whether the customer requires onward transport. Advise on options – waiting lounge, test drive, drop-off, collection and delivery. If courtesy car is chosen, inform the customer about the required licence and/or costs.