

SEF step Arrival preparation

What should be the outcome of the solution: Efficient work between sales and service.

KPI: NPS

What do you need (tools):

Job Descriptions, RASIC

Who leads it: Dealer Principal

Who is the target audience: Sales Manager, Sales Advisors, Service Manager, Service Advisors.

How to:

Step 1: Identify the touch points of both departments: customer service appointment, new vehicle handover.

Step 2: Refer to the Job Descriptions, processes for handling service appointments and handovers.

Step 3: Make sure that these elements are covered in the Job Descriptions and discuss with the staff concerned.

Step 4: If needed create a RASIC sheet to show who is responsible for what.

Step 5: Monitor the number of contacts between the departments and make them part of their annual appraisal targets.