

SEF step: Arrival

What should be the outcome of the solution:

The customer feels welcome and important

KPIs: Q3d and NPS

What do you need (tools): Planning tool (diary),
welcome board

Who leads it: Service Manager

Who is the target audience: Receptionist, Service
Advisor, Concierge

How to:

Step 1: Every evening you should check the planning tool to see which customers are arriving the next day and at what time.

Step 2: In the morning be ready for their arrival, you should always be attentive.

Step 3: When the customer enters the dealership you should make eye contact with them immediately.

Step 4: Greet the customer within 2 minutes and welcome them to the dealership.

Step 5: Receptionist/Concierge: You should take the customer to the allocated Service Advisor immediately and introduce them personally by name.