

SEF step: Arrival

What should be the outcome of the solution:

Increased parts sales and labour revenue.

KPI: Q10c. Service Advisor recommendation,
Q9b. Value for money

What do you need (tools): EVHC, Marketing Campaigns.

Who do you need: Service Advisor.

How to:

Step 1: Make sure that ALL customers are offered a dialogue reception.

Step 2: Make sure that there are seasonal marketing campaigns, e.g. batteries in winter, to entice the customer.

Step 3: Prior to the appointment check the vehicle age and history and identify possible parts that may need replacing, e.g. brake pads

Step 4: Perform the EVHC in the presence of the customer.

Step 5: Explain the results from the EVHC and explain further work that has been found.

Step 6: Offer to fulfil the work during this visit. Do not be forceful.

Step 7: Propose a service plan to the customer.