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): Electronic Number Plate reader

Who leads it: Service Manager

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

How to:

Step 1: Installing an electronic number plate reader would enable service staff to see notes on the computer screen showing which customers are entering the paring area

Step 2: Ensure that service reception staff constantly have one eye on the screen to check for new arrivals

Step 3: As a vehicle enteres and you receive the information make a nore of it

Step 4: Greet the customer as they enter the dealership building using their name