

# TEN IDEAS

## To Maximise Service Department Performance

- 1. Know Your Customer** Take an interest in your customers wherever possible and appropriate. They will appreciate it if you remember their name and a few things about them, which will help build their bond, rapport and loyalty with our business.
- 2. Answer the Phone Promptly** Always endeavour to answer the phone as quickly as possible (3 ring rule), even if you've answered the last few calls within the department. Whatever happens, the phone must be answered – on the line is a customer who needs us.
- 3. Communicate With The Customer** Ensure that you communicate with the customer at all appropriate times. Where there are delays or unforeseen problems, communication is vital. Most people are prepared to accept situations provided they are kept informed. If we promised to call a customer back at an agreed date/time, make sure that we do it. Take the opportunity to communicate any new promotional or updates.
- 4. Make Your Customer Feel Good** Always listen to your customer and put yourself in their shoes. Most aftersales work is a "distress purchase", so it's even more important that customers are made to feel valued, important and confident about the money they are spending. Don't over promise and under deliver, anticipate the customers requirements and always work to the aim of making them feel good about their dealings with us.
- 5. Sell More/Associated Selling** If you get a booking, ask whether the customer also needs additional items related to their visit. If appropriate when taking a booking, take the opportunity to present other current offers that customer might be interested in such as a deal on screen wash, antifreeze or an oil top-up.
- 6. Pay Attention to Administration** Ensure that all paperwork is easy for the customer to understand. Invoice clearly, with labour and parts clearly labelled and presentable. It makes a big difference to the end user.
- 7. Share Information** Make your work colleagues aware of any information likely to be important, and always pass on messages.
- 8. If Something Goes Wrong** Deal with any concerns, problems and complaints promptly, and if we do get it wrong – take ownership, apologise for the mistake and fix the mistake. Always remain polite, don't argue with the customer and always try to find a resolution.
- 9. Go The Extra Mile** Look for ways to delight your customer, and look for ways to say "yes" wherever possible. Remember the phrase "An act of kindness leaves a bigger impact when it is unexpected."
- 10. Enjoy the experience** Speak with a smile, be confident and aim to be the best!

