

Elite Customer Care Guide



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Elite Customer Care Guide

Community Branding

- Website that communicates the theme & culture of the company
 - Children, environment, military, community, etc.
 - Page that reflects commitment to the community\community involvement
 - Messaging that reflects principles
- Images & voices of team members should be considered for use in all marketing materials
- YouTube videos that address the company's theme & culture
- Manage your online reputation

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Web Contacts

- Procedure for rapid responses from the appropriate team members
- Message of appreciation that initiates a conversation
- Tools (links, validations, supporting PDF's, etc.)
- Procedure for post-communication follow-up
- Record keeping

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Initial Inbound Calls

- Phone procedures designed to put the caller at ease
- Procedure for selling the caller on the process used for diagnosis & repair, and why it is used
- Procedure for selling the caller on the brand (used with persistent price shopper)
- Procedures for sending follow-up emails, links, text messages and direct mailings
- Recorded calls & scheduled call review procedures
- On-hold message that communicates the company's theme, culture and people

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Facility

- Company Mission Statement posted in a conspicuous location
- Pictures of staff with biographical information & certifications
- Marquees and posters at point of sale that –
 - reinforce the brand
 - address relative charities and/or community involvement
 - request reviews
- The appropriate reading materials -
 - Sports, hobbies, community organizations, societal events, reviews
- Complimentary Wi-Fi, water, sodas and coffee
- Self-contained toys & books for children
- Assortment of high quality greeting cards & stamps

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Local Transportation

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Car Delivery

- Continue building rapport
- Use post-service instructions that include -
 - instructions on caring for the repair or service
 - instructions on posting reviews
 - information on how contributions are made to the community, charities, etc.
- Brochures that explain the value of scheduled maintenance
- Thank you cards that are signed by the advisor & technician
 - Note - associated expenses are classified as advertising
- Provide the customer with access to replaced parts
- Introduce the customer to the technician
- Mirror hangers that request customer feedback
- Schedule the next appointment
- Schedule the car delivery when appropriate
- After-hours deliveries
- Team role-plays until perfected

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Post-Visit Communication

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Second Opportunities - Failure Recovery Plan

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Miscellaneous

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