

# **Customer Care Guide**

**By Elite. The Name You Can Trust.**

**The industry's most powerful  
management training  
Call 800.204.3548  
EliteWorldwide.com**

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## 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

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

This entire document, all text, graphics, and defined systems and processes are copyrighted materials and may not be copied, duplicated, electronically captured, or electronically transmitted to a third party, in whole or in part, without the expressed, written permission of Elite Worldwide, Inc. Copyright 2015. All rights reserved.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## 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

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## 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
- Message on hold that voices the company's theme, culture and people

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## 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

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## Onsite Contact

- Companywide application of the Marriott Rule
- Self-Introductions
- Give facility tour and introduce customer to at least one team member
- Point out how you are environmentally\community conscious
- Mention the theme of the business
- Provide customer with a new-customer kit -
  - Mission Statement, bullet points of company features, statement of ethics, sample warranty, etc.
- Explain your procedures for processing both vehicles & people, including how you explore service options
- Detect and document all customer concerns and noteworthy comments
- Role play the customer's initial onsite contact with key staff members until perfected

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## Local Transportation

- Shuttle driver training
- Continue the rapport building process
- Continue the discovery process
- Point of sale & confidence building displays
- Be equipped to transport small children & pets
- Bottled water
- Information packets

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

# The Sales Process

- Continue the rapport building process
- Adhere to the Elite 4-Sale Process -
  1. Sell the customer on you
  2. Sell the customer on the technician
  3. Sell the customer on their vehicle
  4. Sell the customer on the repair
- Utilize benefit checklists
- Utilize cost justification charts
- Provide the customer with options whenever possible
- Under promise and over deliver on price, call times & job completion times
- Manage inbound calls requesting status reports
- Consider providing extended (3-5 year) warranties
  - Note - associated expenses would be classified as advertising

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# Customer Care Guide

**By Elite. The Name You Can Trust.**

## 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

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## Post-Visit Communication

- CSI calls
- Solicit constructive feedback from those that care about you
- Call customers that refer others to you
- Provide inexpensive thank you gifts to songbirds (i.e., \$5 Starbucks card)
- Direct mail
- CRM service providers
- Selfless E-tips that address ways of saving money, improving the appearance of vehicles, etc., that also communicate the culture of your business
- “We miss you” communications

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## Second Opportunities - Failure Recovery Plan

- Provide front of the line service
- Show genuine empathy & listen
- Always provide the customer with the benefit of the doubt
- Conduct proper fact finding
- Fix the vehicle, then fix the customer by ...
  - explaining what happened & why
  - explaining how the vehicle has now been repaired and by who
  - rebuilding the customer's confidence in the technician(s)
  - explaining the next steps (follow-up call, return for inspection, etc.)
- Provide the customer with a token of appreciation for their understanding -
  - i.e., Gift card (Starbucks, movies, etc.) inside a signed greeting card

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Customer Care Guide

**By Elite. The Name You Can Trust.**

## Miscellaneous

- Establish CSI and review goals
- Read Dale Carnegie's *"How to Win Friends & Influence People"*
- Teach the entire Customer Care process to your entire team
- Review your Mission Statement with your entire team
- Have all sales and management staff identify the rapport building questions they feel most comfortable with, and practice using them (children, pets, outdoor sports/activities, etc.)
- Have all relative staff (at the appropriate times) ask your customers -
  - *"Do you have any questions for me?"*
  - *"Is there anything else I can help you with?"*
- Thank your customers for their trust or confidence
- Incentivize CSI scores
- Incentivize the posting of reviews for your entire staff
- Schedule reoccurring Customer Care meetings
- Schedule a ½ day annual meeting with your entire team to review the entire customer experience

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.