



Service Benediction

Intent

To ensure that we perform the Pre-Benediction and Service Benediction with every customer

Audience	Service Coordinator, Crew Chief, and above
Schedule	Add time for this talk into your weekly schedule. It should only take 10-15 minutes, but you should allow 30 minutes to include extended discussions that may occur.
Prepare	<p>A day ahead:</p> <ol style="list-style-type: none"> 1) Print and review this talk. 2) Review the Service Benediction Best Practices on the KC. 3) Identify specific opportunities for your store and recent examples that may apply. 4) Plan how you will follow up to ensure performance improvement.
Deliver	Make this real and fun for your people. Bring your energy to the talk and engage everyone to come up with solutions to improve performance. Set clear expectations for your team. Make sure they understand how performing the service benediction impacts the Happy Customers gauge.
LMS	After the talk, have every participant log into the LMS and complete the acknowledgment.
Follow up	Observe and coach your team to ensure that they perform the Pre-Benediction and Service Benediction with all their customers.

Service Benediction

Explain: The Service Benediction (including the Pre-Benediction) is the last impression we leave with our customer. This is our final opportunity to review the work we have done, ask how we did, and correct anything the customer has questions about. It is also our chance to ask for referrals, hand out business cards, and explain the Touchless Experience.

Answers

Question 1: What should you discuss with the customer during the Pre-Benediction?

- All services being performed per the invoice
- The vehicle will be ready shortly
- Addressing customer's questions and concerns
- Completing the Tire Registration (online or by mail)

Question 2: What items must be given to the customer?

- Partially completed Tire Registration Card (tire identification number, tire brand, and site number)
- Used TPMS components
- Copy of the invoice
- Business card

Question 3: Why should we ask the customer how we did for them today?

- Allows us to correct any issues immediately

Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Set expectations for performance at the store.
- 3) Explain how you will support this and why you expect this to improve Customer Delight.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.