



Service Talking Points



Intent

To ensure that we explain the details of the services we will be performing on customer vehicles

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| Audience | Apprentice Tech 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) Print and Review Benefits We Provide to Service Customers on the KC. (<i>You will need this document for the activity.</i>) 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 explaining services to the customer impacts the Happy Customer gauge. |
| LMS | After the talk, have every participant log into the LMS and complete the acknowledgment. |
| Follow up | Observe and coach your team. |

Value to Your Customer

Explain: Explain the work that will be done to your customer's vehicle. These specifics are critical to Safety and Quality, and help them understand the time and effort it takes to perform these services safely.

Activity: Choose a service on the **Benefits We Provide to our Service Customers** document, and ask for someone to explain the steps that will be performed to complete that service. Can they list all the details? Repeat for other services and make sure everyone feels comfortable explaining the steps that go into each of our common services.

Answers

Question 1: At what point can these talking points be shared with the customer?

- At any point of the CES Experience, preferably during Phase 3

Question 2: Why is it important to share the details of the work we perform with your customer?

Helps customers understand:

- Why it takes time
- The value we provide
- The amount of effort it takes

Question 3: Is there anything preventing you from getting this done?

- Time
- Assume that the customer already knows

Question 4: How can we ensure this gets done?

- Set expectations to execute on the Best Practice

Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Set expectations for executing the Best Practice 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.