



BOPIS and Web Customers

To Execute on Customer Experience and Delight Our Customers



**CRITICAL TO
SAFETY**

Remember, you have a responsibility to keep your customer safe.

- Always complete a thorough Visit the Vehicle (VTV)

PLEASE NOTE: We do not allow "cash and carry" for any BOPIS orders (fraud caution).



**CRITICAL TO
QUALITY**

Secure the product. If not in stock, order it using the Purchase Decision Tree and following Special Order Best Practices.

Follow up with the customer. Call customer immediately and let them know the status of their order. Leave voicemail if customer does not answer, followed by an email. Follow up again with the customer by phone.

Marketing Assistant Managers will assign all web orders to a designated Salesperson.

Who We Are:

When the BOPIS customer arrives:

- Greet them by name while being "Bruce-Like":
 - Smile, make eye contact, and introduce yourself
 - Thank the customer for choosing us
 - Use proper pleasantries: "yes, ma'am" and "yes, sir." Your manners matter.
- Ask questions to build the relationship and learn about customer's web experience:
 - "Are there any other questions we can answer for you?"

What We Do:

- VTV:** Does the customer know what we know about the condition of their vehicle
 - Spare tire, wiper blades, Certificates, lugs, TPMS, etc.
- Is the customer leaving in the safest possible position?

Be ready to execute the Pit Stop Experience or Next in Bay

- The Pit Stop sign and product are positioned in easy reach for each BOPIS customer (now optional)
- Customer OR alternate recipient's ID is verified when finalizing the invoice.
- CRITICAL:** Quote an accurate Promise Time to your customers to ensure a positive Customer Experience.

PLEASE NOTE:

If a customer asks for a refund on the installation charges for **winter changeovers**:

- Refund the installation charges on a separate invoice.
- DO NOT** cancel the order and rewrite the order – as this process will hold their funds. (Refund to their original method of payment is **NOT** immediate).

See also:

Special Orders Best Practice
BOPIS and Delivering the Pit Stop Experience

My Account QRG
Purchase Decision Tree