Operational Best Practices

Executing on Be Honest Promise

Be honest is one of Mr. Halle's five life lessons

Promise Times are a critical part of the customer experience. Providing honest and accurate promise times shows our customers that we care about them and their time. This provides transparency to our customers and helps them make the best decisions to ensure that the service fits their schedule and meets their expectations.

It is essential to quote accurate service windows and, when necessary, update customers throughout the visit.

Executing on Be Honest Promise requires you to:

1. Understand your customer's expectations for the total service time.
2. Estimate an arrival time, based on the promise time you enter into the POS.
3. Communicate these promise times clearly and honestly with your customer.

Manager/AVP role: Stay committed to training Be Honest Promise and observing during store visits. Coach, mentor, and support this Best Practice while sharing how proper execution supports our strategy.

Understand customer expectations

All customers expect us to be honest with them about when their service will start and how long their service will take.

Customers have additional expectations:

	No appointment	**With appointment**
Walk-in Customers	**Accurate time estimate** Walk-in customers expect you to give them an **accurate time estimate** that not only accounts for current wait time but also considers the type of vehicle and service being performed, any service delays, or upcoming appointments.	**Next available bay** Walk-in customers with appointments expect that their vehicle will be brought into the **next available bay** at their scheduled appointment time.
BOPIS Customers	**Next available bay** BOPIS customers expect that when they do not have an appointment or are more than 15 minutes late for their appointment, their vehicle will be brought into the **next available bay**.	**Pit Stop Experience** BOPIS customers with appointments expect they will get **Next in Bay service**. Our goal is to deliver the **Pit Stop Experience**.

During CES Phase 1, identify whether your customer has already purchased online and whether they have an appointment or not so you can understand their expectations for time spent in the store.

Estimate the current wait

Check the CSL to estimate the current wait.

Remember to consider current wait, upcoming vehicles that may be challenging, upcoming appointments, any current service delays, and current workforce/throughput in the backroom to calculate the **promise time**.

Key the promise time into the POS field and use this to determine the arrival window and the total service window to communicate to the customer.

- **Arrival window** - the approximate time the vehicle will be brought into the bay. Give your customer a 10- to 15-minute arrival window.

  For walk-in customers, this will be calculated as 35- to 50-minutes before the promise time.
  For example, *for a 3:00 p.m. promise time, the arrival window is 2:10 p.m. to 2:25 p.m.*

  For appointment customers this is the window before the scheduled appointment time.

- **Promise time** - the approximate time when the vehicle will be returned to the customer.

- **Total service window** - the end-to-end service time, starting with the arrival window until the vehicle is returned to the customer.

Communicate promise times honestly

Clear communication and updates about promise times are a critical part of Phase 3 CES. Make this a key part of the conversation with your customer:

Always share a window of time with the customer, rather than a specific start time or promise time.

When finalizing the invoice, clearly communicate the Be Honest Promise arrival window and promise time to the customer.

- Get a cell phone number and let the customer know that they will receive text messages with information about their service.

- Ensure that the arrival window and promise time you give to the customer are consistent with the promise time you entered into the POS. The text messages are based on the promise time in the POS.

- Let customers know they can choose to wait, drop their vehicle off, make an appointment to return for service, or leave and come back.

  o For customers who choose to leave and come back, ask them to return during the walk-in arrival window you give them.

  o For customers who choose to make an appointment, enter the appointment time into the POS and give them the appointment arrival window to return for service.

  o For customers who drop their vehicle off, let them know that they will receive a text message when service is complete.

  o For customers who remain in the store, ensure they are kept informed of the status of their service and any updates that occur.

    TIP: Use the Promise Time color coding on the CSL as a reminder for your team to communicate any possible delays with your customer.

Color	Definition
Green	Within 14 minutes **before** the promise time.
Yellow	15 or more minutes **before** the promise time.
Red	1 or more minutes **after** the promise time