

Service Benediction

The Service Benediction is our final opportunity to deliver on our Brand Promise: To ensure that Our Customers are happy with the service we have provided, and to demonstrate that we truly care about their satisfaction. **NOTE:** Be sure to have the customer's invoice, used TPMS parts, and Tire Registration Card on hand before starting the Service Benediction.

Pre-Benediction

The Pre-Benediction keeps the customer informed on the status of their vehicle service.

- Locate the customer by their first name, last name, and vehicle type
- Discuss the invoice and all services being performed on the vehicle
- Provide partially completed Tire Registration Card (tire identification number, tire brand, and site number) with instructions for next steps
 - **Register Online:** Customer can visit <https://www.discounttire.com/tire-registration>
 - **Register via Mail:** Customer should complete customer portion of Tire Registration Card, attach postage, and mail in
- Let them know the vehicle will be pulled out front in a few minutes, or that they can pull the vehicle out of the bay themselves if they prefer
- Ensure you address any questions or concerns they may have

Greeting the Customer

A warm greeting from you after services are complete and pulling the vehicle to the front of the store helps continue to provide them an Inviting, Easy, and Safe experience. When greeting the customer, do the following:

- Smile
- Introduce yourself, if you have not already
- Ask how their visit was

Reviewing the Invoice

Reviewing the invoice with the customer gives you a chance to prove you listened to them and addressed their immediate and true needs, while keeping their safety as your first priority. When reviewing the invoice with customer, discuss:

- Core services performed on the vehicle as a reminder
- Additional services performed on the vehicle, such as checking the spare tire and cleaning tire sidewalls
- Potential maintenance issues
- Preventative maintenance, such as how often to return the vehicle for services and air checks

Items for the Customer

During the Service Benediction, you must give the following items to the customer:

- Tire Registration Card
- Used TPMS components in a clear, resealable storage bag
 - If the customer does not want the used parts, discard them in the showroom or the location where the Service Benediction took place. **DO NOT** discard in the service area.
 - If your store recycles TPMS parts, use a recycle bin in the showroom.
- Copy of the invoice
- Business card

Concluding the Benediction

When concluding the Service Benediction, do the following:

- Ensure all questions and concerns have been addressed
- Ask if there is anything you could have done better
- Ask for referrals
- Remind the customer they can always visit the website to purchase products and set appointments/start times
- When the customer buys tires or wheels and books appointments/start times online, the customer can experience, on average, a 30% shorter wait time. Thank the customer, by name, for visiting