



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.



**CRITICAL
TO SAFETY**

During the Pre-Benediction:

- Provide the customer a partially completed Tire Registration Card (tire identification number, tire brand, and site number) every time, with instructions for next steps
 - Register Online:** By visiting www.discounttire.com/tire-registration
 - Register via Mail:** By completing the customer portion of Tire Registration Card, attaching postage, and mailing in



**CRITICAL TO
QUALITY**

After vehicle assemblies have been removed and thoroughly inspected:

- Locate the customer by their first name, last name, and vehicle type
- Discuss the invoice and all services being performed on the vehicle
- Let the customer 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

After the vehicle has been pulled out of the bay and taken to the store front, or when the customer is ready to pull the vehicle out of the bay:

- Remind customer of services performed on the vehicle
- Give the customer specific items such as the invoice, used TPMS parts, and business card
- Ask for referrals
- Ensure all of the customer's questions and concerns are addressed

The Whys

- Keeps customer informed on status of the vehicle during the visit
- Ensures peace of mind for the customer that the services needed were completed
- Helps us grow our business
- Keeps the Dream alive