

## 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](http://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 Why's

- 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