

## Air Check Experience

### Our Intent

The intent of air checks is to ensure the customer leaves in the safest possible condition. We do this by:

- Demonstrating the actions and behaviors of a [Trusted Expert](#).
- Following [CES](#), [Air Check](#), and [Inflating on the Vehicle](#) Best Practices.
- Following [Know Your Numbers](#) Guidelines for recommendations.

### Air check experience

The air check bay is an extension of our showroom.

Just as you already do for other customers:

- Execute 3 Phase CES with air check customers.
- Collect the customer's email address.
- Collect the customer's phone number.
- Conduct a thorough VTV inspection.
- Make recommendations when unsafe conditions are found.

### Recommen- dations

Many customers who come in for an air check have a true need for additional products and/or services. Products include tires, wheels, and accessories such as wiper blades. Services include rotation and balance, flat repair, etc.

You will identify some of these needs either during your inspection or during your conversation with your customer.

**Always make a recommendation when you observe an unsafe condition.**

- Tread depth 4/32 or less
- Tires 6 years or older
- Damaged tires or assembly
- Worn wiper blades

**Make it easy for your customer to make the best and safest decision.**

- Help them resolve any issues as soon as possible.
- Provide the right solution to overcome customer objections.
- If needed, ask for help.

**Determine 1- or 2-person air check play**

Count the number of cars in line for air checks and identify the appropriate air check play:

Condition	Play
Less than 6 vehicles in line	<p>1-person air check play performed by a Sales Apprentice or above.</p> <p><i>A full-time Sales Apprentice or above completes the entire air check experience.</i></p>
6 vehicles or more in line	<p>2-person air check play performed by a Sales Apprentice or above and a Service Tech.</p> <p>A full-time Sales Associate executes on the Air Check experience, including:</p> <ul style="list-style-type: none"> <li>• Walks out in front of the air check bay area to the line of cars</li> <li>• Greets customers, builds the relationship, identifies immediate and true needs</li> <li>• Collects accurate customer, vehicle, air pressure, and assembly data; writes the recommended air pressure on the back of a business card</li> <li>• Inspects the assemblies and wiper blades</li> <li>• Shares findings with customer and makes appropriate recommendation</li> <li>• Submits scanner data or converts to VTV.</li> </ul> <p>The second person:</p> <ul style="list-style-type: none"> <li>• Inflates the tires</li> <li>• Guides the customer out</li> </ul> <p><b>Important:</b> While setting the pressure, if you see something, say something to the team member you are working with.</p>

**Beginning the air check experience**

Follow this flow to begin the air check experience:

Flow	Action
1	Greet your customer and ask them what brings them in today. Identify the customer's immediate need and assure them we can help.
2	Begin building the relationship under the umbrella of safety. Ask questions and follow-up questions to learn their true needs. For example: <i>"Are you experiencing any other issues?" "Do you have any other concerns?"</i>
3	Ask permission to perform a complete assembly inspection (including tires, wheels, spare when possible, and accessories including wiper blades).
4	Continue to build the relationship and identify any additional needs your customer may have.

## Performing the air check inspection

Air check customers frequently stay in their vehicles. Ensure that the engine of their vehicle has been turned off before beginning the inspection.

The air check inspection is “Visit the Vehicle” in the air check bay. Capture complete and accurate customer, vehicle, and assembly information every time to help ensure the safest experience for your customer.

Follow these steps to perform the air check inspection:

Step	Action					
1	If the customer has not already done so, politely request that they turn off the engine before you begin the inspection.					
2	<p>Use the mobility device to capture accurate vehicle and customer information.</p> <p><b>Important:</b> Always capture customer first and last name, mileage, email address and phone number.</p> <p>If the mobility device doesn't work, use an Air Check Card to gather information while following best practices.</p>					
3	If you are in a 2-person play, write the recommended air pressure on a business card for the second employee.					
4	With customer permission, perform a complete assembly inspection and wiper blade inspection. <b>Capture all inspection data accurately.</b>					
5	<table border="1"> <thead> <tr> <th>If ...</th> <th>Then ...</th> </tr> </thead> <tbody> <tr> <td>If 2-person play, or 1-person play with recommendation for immediate product or service,</td> <td>Share results before sending vehicle to 2<sup>nd</sup> team member to inflate.</td> </tr> </tbody> </table> <p>Otherwise, use your best judgement as to whether it is better to share results before, during, and/or after inflation.</p>	If ...	Then ...	If 2-person play, or 1-person play with recommendation for immediate product or service,	Share results before sending vehicle to 2 <sup>nd</sup> team member to inflate.	
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**Sharing results**

Follow these steps to share inspection results with your customer:

Step	Action	
1	After you complete the inspection, share your findings with the customer in a way that is easy for them to understand.	
2	Ask the customer, "How would you like your information sent to you? Text, email, or both?" and send the results to the customer.	
3	If a recommendation is appropriate, make it easy for your customer to resolve any issues as soon as possible. Provide solutions. Tell them what they can expect and how your team will help them.	
4	If ...	Then...
	There is no recommendation or customer does not accept recommendation,	Submit the air check data.
	The customer accepts a recommendation for product or service,	Convert from "Air Check" to "VTV" on the mobility device and communicate with the sales counter.
5	Share our free services and the 30% time savings for future visits when they buy and book online with us no matter their need – products or service.	
6	If running a 2-person play, ask the customer to drive up to the inflation area for service.	

**Inflating tires and guiding customers**

Always ensure the customer's vehicle is turned off before you begin inflating tires.

Follow all [Inflating Tires on the Vehicle](#) Best Practices.**Important:** If you see something, say something! Ensure proper communication with the team member you are working with during 2-person plays.

Follow these steps to inflate the tires and guide customers:

Step	Action
1	Inflate tires to the recommended pressure captured on mobility device or written down.
2	Thank your customer and guide them safely out.

**Contact**

If you have questions or concerns, talk with your Manager, Senior, or Workflow Assistant Manager.