

3
PHASE
CUSTOMER
EXPERIENCE
STRATEGY

GREETER PLAYBOOK

The Intent of the Greeter role is to greet customers upon arrival in the parking lot and use this time to set expectations for the visit by providing them with their options. This also avoids long lines from forming at the sales counter, your salespeople will feel less pressure and have more time to deliver a quality experience for customers calling or transacting in person.

Setting up the Win

- Deliver a world-class greeting that is an experience, not a transaction.
- Ensure that the Customer Lounge is properly staffed per Crew Time Best Practices.
- During the morning huddle, ensure the Sales Team is aware of the gameplan for the day, and cover what appointments you have coming in for planned visits. If customers arrive early, the Designated Greeter will begin adding customers to the Wait List app in order to avoid long lines from forming.
- The Designated Greeter must monitor all incoming customers including individuals that self check-in using the mobile app or QR Code.

SALES ASSOCIATE EXPECTATION



If a Sales Associate is available they will meet the customer in the parking lot and begin CES



TOOL
 Mobility Device (VTV app)

DESIGNATED GREETER EXPECTATION



If all sales associates are busy helping customers, the Designated Greeter will begin greeting customers and adding them to the wait list.

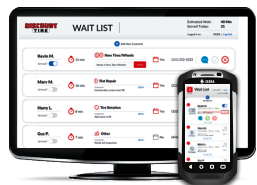


TOOL
 Mobility Device (Wait List app)

STORE MANAGER EXPECTATION



If the first customer that is displaying on the Wait List app is nearing the 10-minute mark, the Designated Greeter needs to begin working with that customer and will communicate this to the Store Manager so that they can assume the Designated Greeter role during that time. Once the Designated Greeter is done with that customer and no additional customers are nearing or at the 10-minute mark, they will resume their original role.



TOOL
 Mobility Device (Wait List app)

Once the customer has been written up, the Sales Team should always offer the Journey Tracker feature to all customers. This will allow us to continue to communicate with every customer throughout the entire service process. This will free up the Sales Team as the vehicle is completed and ensures no delays for the customer.