

Service Reminder Follow-up Script

PURPOSE: To quickly and effectively, and in a friendly and helpful manner, communicate to a vehicle owner by telephone that their vehicle is due for service.

You need: The Recommended Service Summary Sheet and attached copies. Calls should be made to work numbers unless that number is not working or there is none. Please make changes to your SMS immediately if you discover there are changes to the contact numbers or addresses.

For message or in person:

Hello __ (customer name) __. My name is _____ and I'm calling from [shop name]. I was just checking to see if you received the service reminder postcard or e-mail we sent out on your __ (yr/vehicle) __.

If you have them on the phone then continue with script immediately below (if not then skip to message portion below):

If No. Verify their current address and give them their vehicle information:

According to our records your car is due for a __ (service) __ at __ (mileage) __.

If Yes. *Would you like to schedule an appointment for that?*

If Yes. (Schedule appointment or transfer to a Service Advisor)

If No. (if not yet at mileage, or no money, etc.) *Would you like me to put you down for a service reminder to be sent in the future?*

Yes. *When would you like to receive it? (note new date on follow up sheet and enter into AutoVitals appointment scheduling program)*

If leaving a message:

According to our records your car is due for a __ (service) __ at __ (mileage) __.

If you would like to schedule an appointment for servicing or have us reschedule the reminder, then please call us back at [shop number] or go to our website homepage and click on the vehicle history link to access your vehicle records and make an appointment. We look forward to hearing from you in the future. Have a great day!