

Customer Pick Up Script

Last conversation between Service Advisor and Customer

Introductory Note:

*Once again, the importance of executing a **great customer experience** will set you apart from all the other repairs shops your customer could have given their business too. This **SHOULD NOT** be a simple payment transaction. Do not sacrifice vital conversation because of a time crunch. Use their time at the counter wisely, and you will have a customer for life.*

*We are all too familiar with the roller coaster of being so busy you are turning people away one week, then the next having a slow crawl of technicians standing around at 1pm. **The simplest way to have consistent workflow is to schedule the next appointment at pick up.** Our dentists do it, our hairdressers do it, why aren't we? We encourage mileage based maintenance, but we lack in enforcing it.*

The purpose of this script is to assist the advisor with creating an atmosphere of trust, ensuring the customer that they made the best decision, investing in their vehicle (not having "buyers remorse" the moment they leave), and effortlessly scheduling the next appointment. Don't let your customers slip away! Use this script or follow the bullet points to ensure you'll never again have a missed opportunity of a full schedule (and full shop)!

"Nothing is more expensive than a missed opportunity."

-H. Jackson Brown

*If you have our Customer Retention Program (CRM), this script will inform you how to use the tools necessary to engage and inform customer of appointment reminders, service reminders, and call campaigns. All **RED** text will be for CRM shops only.*

*****After customer has walked through the door...***(NOTE: If you are currently dealing with a customer when another walks in, make eye contact with them, smile, and say “Hi _____, give me just a few moments and I’ll take care of you!” You may use your own variation of words, but never yell, ignore, or lack eye contact.)*

“Hey _____! How are you doing?! Come on in!”

*****Take a few moments to be personal.**

1. Ask about kids/pets
2. Use the customer interaction notes to document (for future reference), and/or follow up from a conversation held at drop off or upsell
3. Bring up something they enjoy (current events, movies, food)- DO NOT talk about the weather!

“Our system is showing you’ll be due for your next oil change and recommendations on ___/___.

“When we were reviewing your digital inspection earlier, there were a few services you declined, in addition to Manufacturer Recommendations. Again, we do urge you get this done at your earliest opportunity.”

“I know you like _____(day of the week), so I have you set up for that day at ___am.”

We’ll go ahead and give you a call about a week before to make sure you’re at the correct mileage.

*****Set the next appt in the tile in the Pick Up column**

“You’ll also be sent a reminder email [and text] a few weeks before. In case your schedule changes, no biggie, just shoot us an email or give us a call and we will reschedule to a more convenient time.”

{If you use Loyalty Points, this would be a great opportunity to mention them and to remind customers to check their point balance in these emails to redeem during the next visit.}

- Acknowledge every customer

- Greet Customer

- Be Personal

- Schedule Next Appt

- Confirmation Call

- Appt Confirmation Email, Service Reminder Email (CRM only)

*****Click Next Appointment on tile in Pick Up step and schedule appointment**

“Tonight you’ll be getting a Thank You email that’ll summarize the visit results, and we love it if you could give us feedback on how we’re doing .”

*****For shops which run Retention Call campaigns:**

“You’ll also get a phone call from us in about _____ days, so we can check out how you and your vehicle are doing.”

“Okay, _____, I have your invoice all ready. Looks like you brought it in:

*****EXAMPLES (use underlined phrases)**

- For an oil change, and we got that all taken care of for you.
- Because your pesky Check Engine Light came on, but great news! We were able to solve your problem. and your _____ is running great!
- For those fluid services we recommended. Give yourself a pat on the back for keeping your vehicle in tip top shape, and preventing those unexpected breakdowns by getting that maintenance done!”

“Everything we performed on your vehicle today is backed up by our awesome (nationwide) warranty, _____ months or _____ miles! Remember, if anything abnormal occurs within that time, we have you covered!”

*****SMILE!**

“Let’s quickly go over what we performed today...”

- Thank You email and ask for review

- “We got that all taken care of for you”
- “We were able to solve your problem”
- “Prevented unexpected breakdowns by performing maintenance”

- Explain Warranty

*****IMPORTANT: Go around the counter, and bring the invoice between you and the customer. Don't let a large counter be a barrier!**

*****Go through the jobs performed (you may be brief and cluster several jobs together. No need to state each price for the repair, or at the end.)**

“Alright, parts, labor, and tax comes to a total of \$_____”

*****Complete payment transaction, and print out invoice.**

*****Fold up the invoice in thirds and tuck into a sleeve (if you supply those), or hand it to them with any warranty literature, or maintenance brochures.**

“You're all set _____! Here are your keys, and your vehicle is located _____.”

“Thank you for your trust in us!”

*****SMILE SMILE SMILE!!**

- Invoice Overview

- State Total

- Salutations

Bullet Points of Script

- Acknowledge every customer
- Greet Customer
- Be Personal
 - “We got that all taken care of for you”
 - “We were able to solve your problem”
 - “Prevented unexpected breakdowns by performing maintenance”
- Explain Warranty
- Schedule Next Appt
 - Include Oil Change
 - Include Declined Work
 - Include due/future OEM Recommendations
- Confirmation Call
- Confirmation Email (CRM only)
- Thank You email and ask for review
- Invoice Overview
- State Total
- Salutations