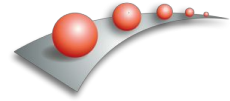




Boost Productivity and Average Repair Order



Initial Phone Contact Script

Overview

Use this phone script for all phone calls in a Digital Shop. This process ensures that the customer education process and expectation management begins at the first contact with the customer.

Main point: Regardless of the customer's question direct the conversation to the Digital Inspection and communication process first then incorporate the process into the answer to the customer's question.

Answering the phone

Use this or a similar greeting to ensure that the main objectives are accomplished.

Shop Employee: *"Hello, thanks for calling Joe's Auto Service my name is _____ I can help you."*

Customer: *"Hi, how much is XXXX do you do that?"*

Shop Employee: *"I can help you with that. We are a digital shop so we perform a Digital Vehicle Inspection for every customer in which our technicians use tablets to conduct a multipoint inspection and check all fluids, filters, tires, etc. and take pictures to assess the vehicles health."*

"Our software automatically generates a nice color PDF report with educational videos and all of the photos and automatically emails it to you."

"We recommend that you bring your vehicle in so that we can address your concern and conduct a Digital Inspection to better understand the health of your vehicle and advise your more accurately"

"The Digital Inspection is included in the: (Choose one)

- *Diagnositc fee*
- *Oil change service*
- *Brake inspection fee"*
- *Etc*