



Car Wars  
Service

3

# SERVICE CENTER TIPS

PHONE TIPS TO IMPROVE YOUR  
CUSTOMER EXPERIENCE

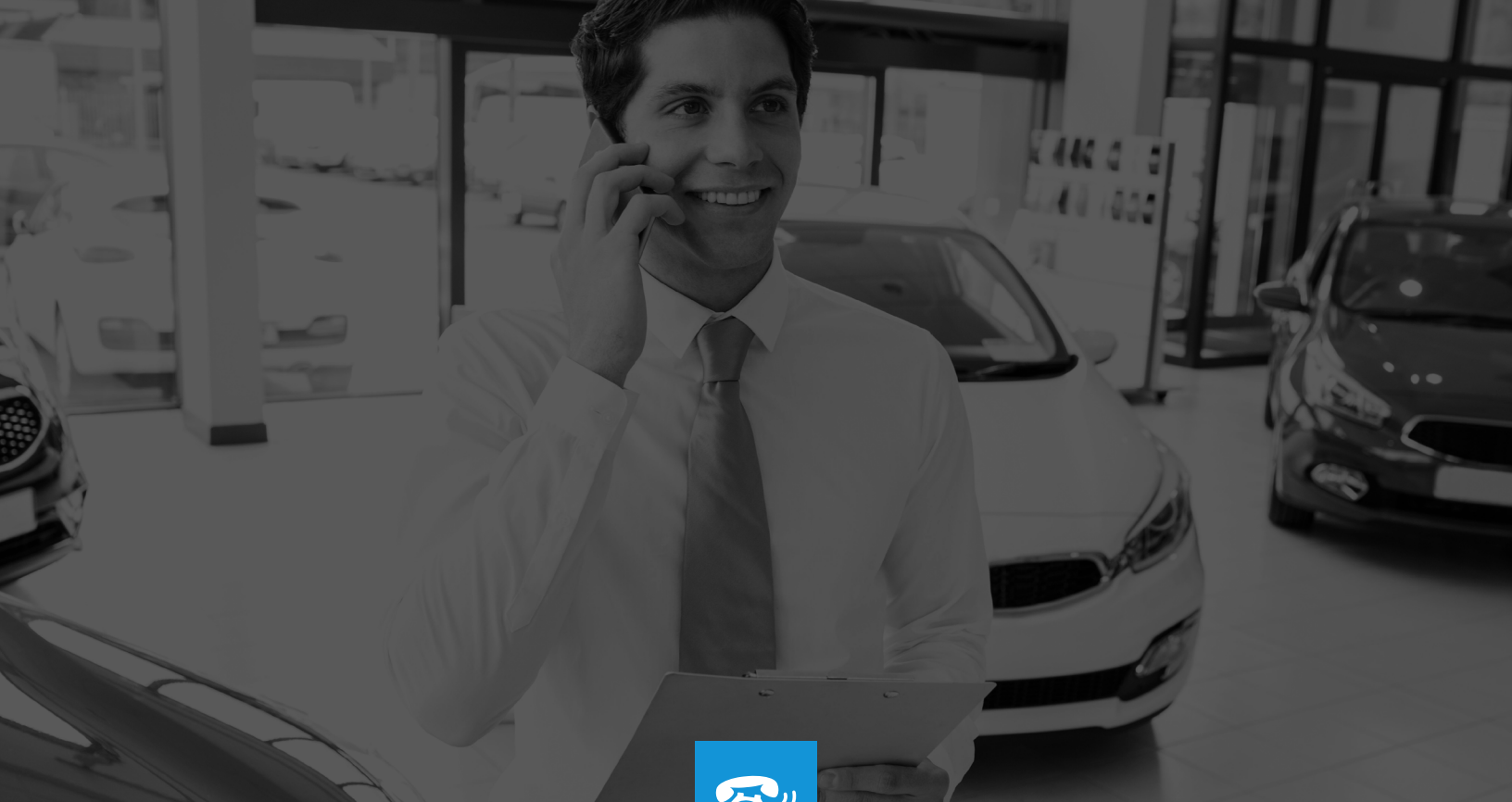


# OWN THE PHONE

Many customers come into service centers without appointments because they are left on long holds when they call, or given vague answers about their car problem because the representative wasn't qualified to help them.

By making your service staff more efficient on the phone, you will bring in more new customers and get raving reviews from your current ones.

Have your staff follow these three phone steps to bring in more customers and save them from going to the competition.



# SET THE TONE

1

- ▶ Answer the phone in less than three rings and if you must put the customer on hold, never leave them waiting for more than 20 seconds.

2

- ▶ Greet them like it's your most important call of the day and be detail-oriented. Ask for the caller's name, and address them by it throughout the conversation.

3

- ▶ Smile, sit up straight and project your voice. It makes a huge, positive difference in your overall phone presence.





# GIVE REALISTIC EXPECTATIONS

1

- ▶ Determine what the caller needs repaired or encourage them to make an appointment with one of the qualified technicians that can further diagnose the issue.

2

- ▶ Figure out how urgent the fix is, and make sure to always check shop capacity to determine appointment availability.

3

- ▶ Provide the customer with cost and time estimates of the services when possible.





# LEAVE THEM PREPARED

1

- ▶ Make sure to help the caller set a date and time to come in that works best for them. Service appointments can be lengthy and interrupt their busy schedules, so convenience is top priority.

2

- ▶ Give instructions for arrival and identify any extra accommodations they may need during their service.

3

- ▶ Have the customer get out a pen and paper to write down all the information you gave them, including your name and number for further questions.

# OWN THE PHONE WITH CAR WARS

Car Wars helps service departments provide an optimal customer service experience, book more repair orders, and gain actionable insight into the phone lines. *With Car Wars you will:*

## CONVERT MORE PHONE CALLS INTO FIRM APPOINTMENTS

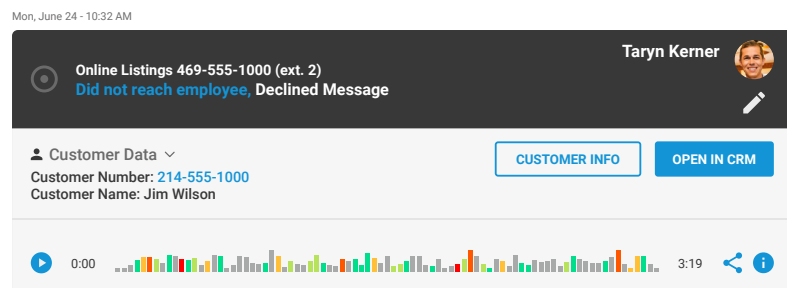
**Three out of ten** calls are not booked in the service department because of scheduling issues or poor employee phone skills. Create good habits and motivate best team performance by monitoring the metrics that matter most.



## STOP WASTING OPPORTUNITIES

Be immediately alerted when quality service opportunities slip through the cracks!

NADA states, the average customer repair order sale amounts to **\$250**. But, **25%** of service opportunities are NOT booked with an appointment.



## GET FULL TRANSPARENCY OF EVERY SINGLE CALL

We provide human reviews for every inbound and outbound call so you can know what is happening on your phone lines and where your staff is falling short.

STAFF ⓘ			
Agent	Total OB Calls	OB Live Conv	OB Invites   OB Appts Booked
John Spencer	188	91	2   2
Diana Miller	143	66	2   0
Frank Calhoun	138	44	4   2