

Improve Phone Customer Service

Team East 2

1, I think the greeting starts the conversation off on the right track. (not the common, “parts hold”) good morning or afternoon, introduce yourself and how may I help you?

Good morning this is _____, from Your dealer, how may I assist you today?

2, retrieving all the necessary information, after giving the caller the opportunity to tell his or her story. Their name, contact info Year, vin etc:

Also it is very important to know who you are selling to, wholesale or owner of a vehicle.

May I please have your name and vin# to your vehicle, etc

3, I think if they ask a question to you a great response is , “that is a great question”!!! Don’t want to make them feel they are less knowledgeable or stupid while you are talking to them. We are very knowledgeable but if the show was on the other foot, and a Dr. showed you an xray and stated see what I mean??? Our response would be no!!! want to make our clients feel comfortable on the phone.

That’s is a great question, then we can use our knowledge to educate the client if needed.

4, when looking up the part and giving price, of course selling value in the Oem part is extremely important!!! The warranty and all that goes with it.

We have those parts in stock, or if not is stock, give an expectation of when part will arrive. When would you like to come down and pick them up? Or if wholesaler have delivered.

4b, if we have the parts, would you like for me to forward you to our Service Dept. to make an appointment or if the part has to be ordered, I can take payment for the part and order it and forward you to the Service Dept or BDC to make an appointment.

5, if the part is not sold, this is where again value needs to be sold, with our brand, all over the counter parts have 2 year unlimited mile warranty on part and most parts the labor as well, even if not installed by us, this is a tremendous value!!! I would rec a follow up call to possible close the deal on the second effort.

In closing the hardest part of the job is separating reality and fantasy!!! Sometimes the counter is very busy, you have retail and techs waiting, it is a juggling act!!! Just have to stay focused on the "why" we are doing this.