

SCRIPT – CUSTOMER SERVICE IN THE AUTO MECHANIC WORKSHOP

Cover Page – Slide 1

I welcome you all to this exciting session on Customer Service in the Auto Mechanic Industry.

Learning Outcomes – Slide 2

At the end of this session, it is my belief that we would have achieved the following Learning Outcomes:

- Discuss the concept of Customer Service in the Auto Mechanic Industry.
- Explain how to promote Customer Service in an Auto Mechanic Workshop, and,
- Describe the causes of poor Customer Service in an Auto Mechanic Workshop.

Introduction to Customer Service in the Auto Mechanic Industry – Slide 3

Try to imagine what it's like to be on the receiving end of excellent customer service. It gives you the impression that you are being treated with respect, that the people with whom you are dealing are genuinely trying to be helpful, and that they take pride in what they do.

Isn't this the kind of thing that everyone knows? Is it simple, something that you don't even have to think about doing it? Obviously, this isn't the case, as we can all recall instances in which we haven't been completely satisfied. Did we then continue to use that service on an ongoing basis? It's likely that we found another service and never used that unsatisfactory one again.

You must provide excellent customer service at all times in order to retain existing customers and attract new ones in order to maintain a successful business.

According to a recent report by Accenture, 68 percent of customers have switched service providers as a result of poor customer service.

The duties of an auto mechanic are primarily concerned with the repair of automobiles. Auto mechanics spend a significant portion of their workdays beneath automobiles or hovering over an engine. However, brake repair and engine rebuild are not the only tasks that auto mechanics are tasked with performing. In addition, there is the aspect of dealing with customers.

There are some customers who are extremely particular about the vehicles they purchase. They frequently spend significant sums of money on their vehicles, which gives them the right to be picky about what they buy. Making vehicle owners feel comfortable is an important part of an auto mechanic's job. Mechanics who fail to recognize this fact typically experience a decline in their business operations.

The auto repair industry is one in which there is a wide range of options. When it comes to choosing an auto repair shop, vehicle owners have a wide range of options. When mechanics do not conduct themselves in a professional and friendly manner, customers are less likely to return to the establishment. This means that auto mechanics must be patient with their customers when dealing with them. Because customer service in the auto repair industry differs from that of other industries, having a little extra patience can go a long way. Here's an example of how excellent customer service can be a valuable asset for auto mechanics.

Make providing excellent customer service a priority for your company, and your customers will take notice.

How Customer Service Builds Business for Auto Mechanic Workshops – Slide 4

Because customers feel comfortable with the fact that they can trust a particular mechanic, they return to that mechanic time and time again, increasing the business. However, more than just high-quality work contributes to the development of trust. When it comes to customers, honesty and integrity go a long way. That entails taking the time to present customers with the most appropriate repair options for their specific repair problem. Looking out for the best interests of the customer is a great way to increase trust levels, and it is also considered to be excellent customer service practice.

Another way that providing excellent customer service can generate more business is explored in greater depth as follows:

Word of Mouth

When talking about automobiles, it is common for the subject of auto mechanics to come up in conversation. People aren't shy about disclosing the specifics of who they hire to work on their cars. And those who are in the market for a new mechanic will place a high value on the recommendations of their friends and family members in this regard. Providing excellent customer service can result in strong recommendations and make the difference between acquiring new clients and losing existing ones.

The Value of Advice

The vast majority of car owners are completely ignorant of how their vehicle operates and functions. People frequently drive into a repair shop when something is wrong and leave it to the mechanics to figure out what is wrong with their vehicle. A different approach can be taken by mechanics instead of having to constantly deliver bad news. Customer's cars are brought in for any type of service, and mechanics have the opportunity to provide them with some valuable guidance. Everything from preventative maintenance to methods for extending the life of your windshield wipers could be covered in this section. Customers appreciate it when you share all of your automotive knowledge.

How to Promote Customer Service in an Auto-Mechanic Workshop – Slide 5

Customer service is no longer limited to putting on a happy face and saying the right things when it comes to the right people. It now incorporates a variety of different approaches. And it is the way mechanics interact with customers and engage with them on a variety of levels that could determine whether they are successful or not.

Because their work no longer consists solely of nuts and bolts, mechanics must adopt a multi-dimensional approach to their work. When it comes to providing excellent customer service, mechanics can concentrate on the following areas.

Smarter Working

The most effective method of working smarter is to gather intelligence from customers. That entails asking a slew of questions about the vehicle and how it will be utilized. By soliciting feedback, mechanics will be better able to design preventative maintenance plans and identify areas that may be problematic in the future. By asking questions, you may be able to identify a minor problem before it develops into something more serious.

Guiding vs. Over Pushing

The vast majority of car owners are completely unaware of how their vehicle operates. When something is wrong with their vehicle, they frequently just drive into a repair shop and leave the mechanics to figure it out. Rather than always being the bearers of bad news, mechanics can adopt a more proactive approach to their jobs. Customer's cars are brought in for any type of service, and mechanics have the opportunity to provide them with some valuable advice. This could include anything from preventative maintenance to tips on how to extend the life of your windshield wipers. Customers appreciate it when you share your extensive automotive knowledge with them.

Follow-ups

Customer interaction does not have to cease once a repair service is performed. A good auto mechanic will follow up with clients who make sizable purchases to ensure everything is functioning efficiently. This does not mean mechanics should check in with every customer that comes in for an oil change. However, follow-up contact, via phone call or email, is a way of displaying courtesy to customers and showing that their business is valued.

Causes of Poor Customer Service in Auto Mechanic Workshops – Slide 6

When it comes to customer service in the auto repair industry, there are a number of things that should never be done. Mistakes in customer service can be extremely expensive. Customers who decide to take their business elsewhere represent the end of a long-term relationship with an organization. Calculating all of the repair costs that will be incurred over the course of the next few years can quickly add up. The following are some of the things that auto mechanics should avoid doing when it comes to providing excellent customer service.

Failure to Listen

Some mechanics are so preoccupied with the job at hand that they fail to pay attention to what the customer has to say. Listening to their concerns will improve communication while also ensuring that customers receive the services they desire. Budgetary constraints, as well as turnaround time, must be respected. Customers' stress levels may rise as a result of mechanics who do not listen to their needs and concerns. Even if the work is completed correctly, customers may seek a new mechanic in order to relieve the stress that has resulted from the inability to pay attention.

Misleading Leads to problems

If a mechanic is unsure of how to solve a problem or answer a question, he or she should not feel embarrassed to seek assistance from another mechanic. Faking an answer and misleading customers has the potential to backfire severely. It is critical to be truthful with customers because even a small lie can have a snowball effect, especially if the lie is discovered and spreads. When faced with any uncertainty, it is preferable to seek assistance from a more experienced mechanic. It is important to remember that auto mechanics are constantly learning and developing their skills.

Upselling is not always a smart move

Vehicle owners are frequently dissatisfied with the fact that they must pay for automotive repairs. Many people become exasperated when an auto mechanic approaches them and advises them to get six or seven additional services performed. Some quick-stop oil change service centers have made it a habit of attempting to upsell all kinds of additional services, which is often perceived as obtrusive and rude by customers. Having auto mechanics talk about fixing something that isn't absolutely necessary right away is usually a complete turn-off for customers to hear.

New Trends in Auto Mechanic Customer Service – Slide 7

When it comes to the internet, auto mechanics aren't expected to be technological gurus. Developing an online presence, on the other hand, can help an auto mechanic or auto repair shop gain credibility. The use of simple sharing does not necessitate the use of high-tech graphics. Another place where an auto mechanic's reputation can be found is on the internet. Consider the following case study, which examines how online customer service for auto mechanics can be improved.

Online Reviews

One of the most popular methods of finding new businesses is to read online reviews of existing ones. One negative review can quickly snowball into a chain of events that results in a downturn in business. Many people are more likely to write a negative review than they are to write a positive review. A customer's motivation to denounce a repair shop online may be fueled by a repair shop's failure to provide adequate customer service. In essence, excellent customer service is regarded as effective advertising.

Social Media Content

Despite the fact that some may question what social media has to do with customer service, in today's day and age, it is just another way to interact with customers and prospects. Another aspect of customer service is the provision of high-quality content on social media platforms. Providing tips on vehicle maintenance and other helpful hints is something that will increase customer appreciation and help to build long-term customer relationships. In addition, informational videos posted on social media sites could fall under this category. Customer interaction is no longer always done face to face with the customer.

Conclusion – Slide 8

Customer service has grown to be such an important component of automotive repair that it is now being incorporated into auto mechanic training programs. Many auto mechanic training programs are now emphasizing the importance of providing excellent customer service to their students.

This entails the dissemination of accepted interactional, behavioral, and procedural practices. The personalities of auto mechanics cannot be shaped by these programs, but they can be taught how to provide them with an exceptional customer experience through training.

Auto mechanics are evolving into more than just skilled technicians, as they are increasingly becoming customer service representatives as well. This results in a multi-dimensional skillset, which allows auto mechanics to increase their overall value in the auto repair industry as a result of their work.