



Service Call Process & Information

1. Your dealership will be assigned ONE 'Call Agent'. We have been making 'Service Appointment' and 'Unsold Sales Shopper (Be-back)' calls for 20 years now and all of our Call Agents have been with us for at least 2 years and a couple of them for all 20 years.
2. Our Call Agents are all 40+ years old and are EXTREMELY dedicated... in part because we pay them well in excess of the normal telemarketer rate to ensure this dedication and loyalty.
3. Our Call Agents will call from a phone number local to your dealership (that we will purchase) and the Caller ID will indicate your dealership's name. In addition, if the customer calls the number back, they will hear the following message...

Hi, you have reached the service appointment department for < Your Dealership Name >.

We recently contacted you because our records indicate that your vehicle should be due its next service.

Please leave a message and we will be happy to call you back and schedule this service on a day and time of your convenience.

4. Our initial call script when we call a service customer is as follows... but can be customized...

Hi, my name is < Call Agent Name > and I'm calling on behalf of < Your Dealership Name >.

According to our records your < Vehicle Year & Model > should be due its next service.

Would you like to schedule this service now?

5. If we reach a voice mail we will leave the following message...but only on the first call...

Hi, my name is < Call Agent Name > and I recently called you on behalf of < Your Dealership Name >.

According to our records, your < Vehicle Year & Model > should be due its next service.

If you would like to schedule this service now, please feel free to call me back on < Our Phone Number > or I will try you back again.



Service Call Process & Information (Cont.)

6. Any questions a customer has related to service pricing, the customer will be told by the Call Agent... that they do not have access to that information but they (the customer) can speak to a Service Advisor directly who should be able to provide them that information. The Call Agents will then provide the customer the dealership's phone number - OR - if you prefer, we can tell the customer that the dealership will provide them a free 27 point inspection which will allow the dealership to better identify their specific service needs and costs. Please note... we pride ourselves on customizing our service for our Dealers, so if you have ANY special requests, we are always willing and able to accommodate them.
7. If the customer no longer owns the vehicle or has moved out of the area, we will make a note of that in our system.
8. You and anyone you designate will have access to our system ANY TIME and in REAL TIME. This will allow you access to our reporting dashboard, which will provide you a snapshot of all call activity, as well as the ability to drill down directly into the individual call record showing every call and the results of every call including any RO's generated from the customers that we have called.
9. If the customer had a poor experience in the past, we will also make a note in the system AND our system can be set-up to automatically send an email notification to whomever you designate in the dealership (perhaps the Service Manager or Customer Relations Manager or both) that can then call and address the situation.
10. If the customer says that they are not interested in servicing because they are considering a new vehicle, we will make a note of that in our system AND our system can also be set-up to automatically send an email notification to whomever you designate (perhaps a Sales Manager or BDC Manager or both) who can then call to discuss trading and/or purchasing a new or used vehicle from your dealership.
11. If the customer says they are servicing elsewhere... we will do our best to find out where and why and enter that information in the notes. In addition, if you want... you can provide us some type of 'special promo' to offer these customers to try to get them back to your dealership, like a... free car wash, etc, etc...
12. We also have the ability to set appointments on the days and times that YOU prefer. While the customer may not always be willing or able to come in (as an example) on Tue, Wed or Thur between 2 & 4... a good percentage of the customers WILL, and as you can imagine, the benefit that this will have on improving your shop's efficiency and productivity can be tremendous. In addition, you can change the preferred day & times any time and as often as you want

Truth is... because we assign a specific Call Agent to each dealership... our callers become a true extension of YOUR dealership and again, can accommodate any and all special requests that you may have.

If you have any additional questions, please don't hesitate to ask.

Thank you.