

# CALLING SCRIPT FOR “POTENTIAL C” & “NO SHOW” CUSTOMERS

“Good Morning/ Good afternoon/ Good Evening/Namashkar, / <Regional Acceptable Greeting Sir/ Madam>”

“My name is ..... (CAM name) I am calling from ..... (Honda Dealer name), am I speaking to Mr. / Mrs. / Ms. .... (customer name). I am calling regarding servicing of your Honda ..... (model) May I take a few minutes of your valuable time?”

{In case the customer states that he/she is busy/ cannot talk. “Sir/ Madam, when would it be convenient for you to talk?” CAM notes the date mentioned by customer for follow up and close the call saying “Thank you”.}

{If customer allows CAM to talk - “Sir/ Madam, I have called you to remind you that your Honda ..... (model name) is overdue for service. As per our system the vehicle was to be serviced for ..... (type of service) on ... (date)/ Kms. The last service of your vehicle was done on ..... (date) at ..... (Kms). Sir/ Madam, may I please book an appointment for service of your vehicle?}

In case the customer says “Yes/ Ok” : Please refer to the appointment script for 2nd/ 3rd and PMS, PS 2/3.

In case the customer does not agree for service/ not willing to get service at your workshop, politely ask customer “If you don’t mind, may I ask you the reason for which you decided not to visit our workshop?” Capture remarks in D’LITE & inform customer that - “Sir/Madam, getting your Honda vehicle serviced at a Honda authorised workshop is important for long life of your vehicle. In case you have any dissatisfaction/concern related to any previous service at our workshop, please let us know how can we improve ourselves and serve you better ?”.

In case the customer states that he/ she is getting his/ her vehicle serviced at a local garage/ unauthorised workshop: Try to convince customer by stating benefits of Honda Authorised Workshop vs. Local unauthorised workshop (refer to script PS 1/13).

In case the customer does not agree, note down the details with the reason mentioned by the customer for reporting to CRM.

Close the call by saying the following to the customer - “Sir/ Madam, in case you have any query, you may kindly contact us at ..... (contact number). Close the call saying “Thank You”.

# CALLING SCRIPT FOR SERVICE REMINDER (2ND /3RD FREE & PM SERVICE)

"Good Morning/ Good afternoon/ Good Evening/ Namashkar/ / <Regional Acceptable Greeting, Sir/ Madam>"

"My name is ..... (CAM name) calling from ..... (Honda dealer name), am I speaking to Mr. / Mrs. / Ms. .... (customer name). I am calling regarding servicing of your Honda (model) . May I take a few minutes of your valuable time?"

{In case customer states he/she is busy/ cannot talk. "Sir/ Madam, when would it be convenient for you to talk?" CAM notes the date mentioned by customer for follow up and closes the call saying "Thank you."}

{If customer allows CAM to talk: "Sir/ Madam, may I confirm the current mileage of your Honda .... (model name) ."}?

"Sir/ Madam, I have called you to remind you that your Honda .... (model name) is due for service. As per our records the last service of your vehicle was done on .... (Date) .... at .... kms."

"Sir/ Madam, I would kindly request you to book your appointment for .... (type of service due)."

**A. In case customer gives an appointment for service, please refer to the appointment script for 2nd/ 3rd and PMS, PS 2/3.**

**B. In case customer does not give an appointment/ not sure:** "Sir/ Madam, I wish to inform you that the service has to be done at every ..... kms or ..... months, whichever comes first. Hence I would kindly request the date, I can call you to assist you to get your Honda .... (model name) serviced within specified kms and time period."

CAM notes the date mentioned by customer for follow up and close the call saying "Thank you and have a nice day".

**{Situation :** If customer says, the service has already been done at some local workshop. Courteously ask customer "If you don't mind, may I ask you the reason for which you decided to visit local workshop? CAM notes the details and mentions in D'LITE. CAM informs benefits of authorised workshop ( Script PS 1/13) & close the call saying "Thank you and have a nice day".

# CALLING SCRIPT FOR SERVICE REMINDER (1ST FREE SERVICE)

“Good Morning/ Good afternoon/ Good Evening, Sir/ Madam”

“My name is (CAM name) calling from (Honda dealer name), am I speaking to Mr./ Mrs./ Ms. (confirm name of the customer)?”.

“Sir/ Madam, I had called you on (date) to inform about the service schedule of your new Honda (model). Today I have called you to remind you about the 1st service of your Honda (mention vehicle model ). May I take a few minutes of your time?”.

{In case customer states he/she is busy/ cannot talk, Please request - “Sir/ Madam when would it be convenient for you to talk?” CAM notes the date mentioned by customer for follow up and close the call saying “Thank you”.}

“Sir/ Madam, May I kindly confirm the current mileage of your Honda (model name)?”

{If Vehicle has already done 1,000 Kms - “Sir/ Madam, since your vehicle has already crossed 1,000 Kms, I would kindly request you to book the appointment immediately, as it is very important to get your vehicle serviced as per the periodic maintenance schedule.”}

{If Vehicle is still to do 1,000 Kms - “Sir/ Madam, request you to please book your vehicle within this week as 1 month will be over in next few days.”}

“The 1st free service visit to workshop is at 1,000 kms or 1 month, whichever is earlier, as per recommended service schedule of your Honda (Model ).”

“We would request you to book an appointment for the 1st free service of your car.”

**A. In case customer gives an appointment for 1st free service please refer to the appointment script for 1st service, PS 2/3**

**B. In case customer does not give an appointment/ not sure:** “Sir/ Madam, as explained, the 1st service has to be done at 1,000 kms or 1 month whichever occurs earlier. Hence I would kindly request which date, I can call you to assist you to have your Honda (model name) serviced within specified kms and time period.”

Note the date mentioned by customer for follow up and close the call saying - “Thank you for the confirmation and have a nice day.”