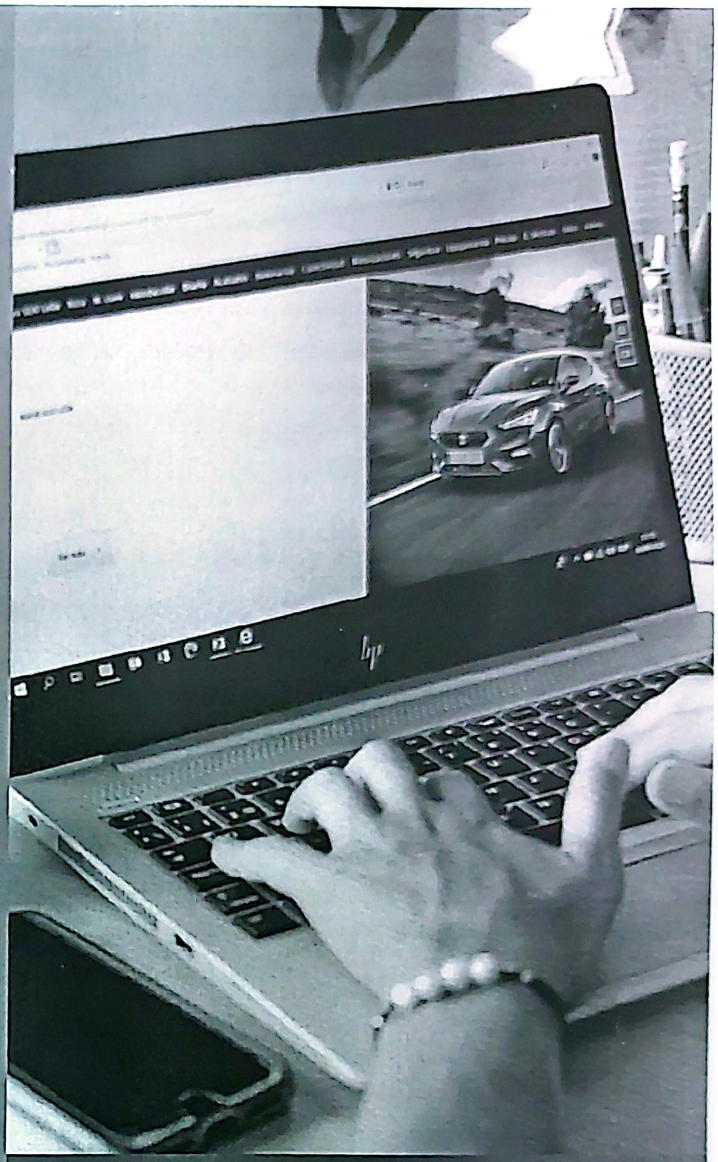
KNOWLEDGE TEST



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2.5. KNOWLEDGE TEST INTRODUCTION

Description

The knowledge test consists of a written questionnaire in which the Service Advisor's knowledge related to their daily work and the automotive business will be assessed. The test will have the following characteristics:

- 60 questions
- Multiple choice with 4 options and a single correct answer.
- Incorrect answers do not add points but they do not take them away either.
- Questions are selected randomly from a pool of questions

The questions

The knowledge test is automatically generated by getting the questions from the CMS hosted on the Training hub. This means that no two tests are alike, even if people are taking them at the same time, or for people who have to repeat the test due to a low score.

The randomly generated test is taken on the basis of all the questions from the compulsory courses taken on the way to certification. This pool of questions may vary depending on the market.

In Tazio, the test is set up to have different content and always include questions from each of the courses.

If you don't use Tazio as an assessment tool, you can still get the file of suggested questions to be added to the tool used by the market for the test.

Certification criteria

The final score for the knowledge test is calculated based on the percentage of correct answers. To be considered as a pass, you must get 80% of answers right, i.e. 48 out of 60.

59/60

Time

- 60 minutes

Participant Details

- Name : eslam Samy Fadel Abd el hamid

اسلام سامى فاضل عبد الحميد

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Question	Chooses	Answer
Which of the following is one of the objectives of the Brand Liability department?	Fighting against the sale and distribution of counterfeit parts.	
	Developing genuine parts and accessories of a higher quality.	
	Defending SEAT's industrial property.	
	Answers A and C are correct.	✓
How can you spot a counterfeit part?	By the packaging, reference and quality of the spare part.	✓
	It is not possible to detect a counterfeit.	
	By the seller of the spare part.	
	By the method of transport used.	
Some of the most commonly counterfeited parts include:	Maintenance parts, electronic components, logos, bodywork components and safety systems.	✓
	Seats and interior panels.	
	Engines and gearboxes.	
	Electronic management units.	
What should you do if you detect a possible counterfeit?	Send the part to SEAT.	
	Inform the distributor of the part to be sanctioned.	
	Nothing, as this is the way to find cheaper parts.	
	Contact the Brand Protection department and provide them with all the required information about the part.	✓
One of the main functions of Marketing is to ...	Empower yourself against the competition.	
	Lower costs when producing new products and services.	
	Facilitate the exchange between people and companies.	✓
	Seek financing to sell new products and services.	
A company based on offering a product or service with a new feature that the competition does not have means that it has acquired a strategy based on...	Costs	
	Focus	
	Differentiation	✓
	Novelty	
Within the SWOT matrix, where would you classify the fact of Not having a Fast Service?	Competition strength	
	Threat	
	Weakness	✓
	Opportunity for the Service Partner	
What is Marketing?	A series of communication campaigns to publicise products and services.	
	A set of techniques to attract customers.	
	A set of techniques and strategies to create, communicate and generate emotions in people.	✓
	A short-term strategy to associate a company with its environment.	
A company located in an area where there are opportunities but has weaknesses is recommended to use a...	Survival strategy	
	Defensive strategy	
	Offensive strategy	
	Reorientation Strategy	✓
The Lane Assist adaptive lane guided function...	Cannot be switched off	
	Constantly intervenes in the steering to keep the vehicle in the middle of the lane	✓
	Allows hands to be continuously taken off the steering wheel	
	Takes over the vehicle's steering to guide it to the destination entered in the navigator	
Mark the correct statement about Lane Assist	The yellow warning lamp means that the system is faulty	

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	The minimum speed for the system to be enabled is 30 km/h	
	It intervenes in the steering to keep the vehicle in the lane	✓
	The driver must remove his/her hands from the steering wheel for its operation	
I fell asleep at the wheel and the car braked with short and sharp applications. What assistance system has intervened?	MKE Tiredness detection	
	Emergency Assist	✓
	Front Assist	
	ACC	
If I'm driving with the ACC set to 100 km/h and I approach a vehicle driving at 80 km/h...	The vehicle automatically reduces speed down to 80 km/h	✓
	The vehicle gives me a visual and audio warning of the collision hazard	
	I must reduce the set speed to 80 km/h or brake	
	Front Assist intervenes to prevent the collision	
After setting the speed, in which of the following situations do I have to keep my foot on the accelerator pedal?	Speed limiter	✓
	Speed warning	
	Cruise control system	
	ACC	
The AutoHold system...	Keeps the vehicle's brakes on for a maximum of 2 seconds after the foot is removed from the brake pedal	
	When enabled, the red electromechanical parking brake indicator lamp turns on	
	The driver's seat belt must be fastened and it is only enabled on slopes	
	Removing the foot from the brake keeps the vehicle's brakes on until the engine torque is greater than the resistance torque	✓
Is it important to prepare the contact with customer beforehand?	It depends on the interlocutor	
	Yes, it expedites the communication and you will provide the maximum detail in a single call	✓
	No, it is not necessary, as I cannot anticipate the questions that the interlocutor will ask.	
	Yes, as the objective is to sell the maximum number of products via telemarketing.	
Which is the ultimate goal of making calls?	Getting them to go to the Service Partner	✓
	Achieving the maximum number of sales	
	The only objective is feeding the database	
	Informing all contacts about the current promotions	
Which of the following statements is FALSE?	The probabilities of success are greater with known customers	
	All potential customers contacted agree to a visit	✓
	Not all calls will lead to a contact	
	You may not be able to contact the person directly, and you may need to make another call	
What are considered arguments in outgoing calls?	The arguments provided to the interlocutor after analysing their needs with the aim of providing a personalised and valuable response	
	The technical arguments about all the information about a service, product or promotion that is available.	
	The arguments used to convince a Potential Customer to purchase a specific product or service	✓
	It is the all the information about the Potential Customer collected in a call to offer a personalised service	
When I call and I encounter a filter...	I provide all the information; that person may also be interested or convince the end interlocutor	
	I address them politely saying who I am, why I am calling and I ask to speak to the interlocutor	✓
	I assume that they are not interested and I delete them from the database	

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	I keep them on the phone until they can transfer me to the person I need	
Why do we call the Service Adviser's relationship with both the customer and the Brand a two-fold relationship?	Because the Service Adviser, through the Authorised Service Partner, conveys customer requirements and requests to the Brand and advises them on the advantages and benefits of SEAT products and services.	✓
	Because the Service Adviser performs a dual role: that of technician and sales representative.	
	Because the Service Adviser is able to make decisions as the representative of the Brand and the Authorised Service Partner, as well as on behalf of the customer.	
Trust is based on which three elements?	Self-motivation, resolve and self-control.	
	Truthfulness, coherence/consistency and transparency.	✓
	Cleanliness, order and attention to detail.	
What is the "alternative selling" technique?	Offering the customer two alternatives; by choosing one of them they will decide to buy.	✓
	Asking the customer to decide whether to buy or not to buy at that moment.	
	Faced with two options, making the customer unsure of which to choose.	
Which processes in the Service Cycle offer opportunities to sell the customer products and services?	Processes 1, 3 and 6.	✓
	Processes 2, 3 and 7.	
	Processes 1, 4 and 5.	
During process 3. Reception. Filling in the RO, we can see:	The repercussions and consequences of the actions carried out in the two previous processes. Likewise, whatever is done or occurs during this process will affect subsequent processes.	✓
	The repercussions and consequences of the actions carried out in this process only affect the two processes subsequent to reception.	
	The repercussions and consequences only affect this process and do not influence any previous or subsequent processes.	
	The repercussions and consequences of the actions carried out in this process only affect process 7. Job Follow-up.	
Customers receive personalised treatment when:	They are handed the copy of the Repair Order/deposit receipt.	
	Up-to-date customer records are available.	
	It is identified whether the repair is a repeat repair or job under warranty, in order to better prioritise.	
	We show an interest in their wishes and needs and they are given advice on the products and services that their vehicle requires.	✓
A reception is considered to be effective when:	The Service Advisor detects exactly what jobs the vehicle requires.	
	When the customer is satisfied to have taken their vehicle to the Authorised Service Partner.	✓
	When the customer doesn't understand what repairs their vehicle requires but accepts the Service Advisor's proposals although still with some doubts.	
	When the customer feels like the price of the job is not competitive but decides to leave the vehicle for fear of losing the warranty.	
When the Service Advisor allows the customer to talk so that they can convey their wishes and needs about the jobs to be carried out on their car, which step of the effective reception does this correspond to?	Step 2: Listening to the customer. Confirming their request.	✓
	Step 1: Welcoming the customer.	
	Step 4: Fitting protective covers and collecting documentation.	
	Step 6: Opening the Repair Order.	
If a customer refuses to have a job carried out that their vehicle requires, the Service Advisor should:	Pressure the customer until they accept the necessary jobs.	
	Refuse to receive the vehicle if the customer does not accept the proposals.	
	Explain the advantages and benefits of carrying out the necessary jobs.	✓
	Request the assistance of the Service Manager in convincing the customer to accept the necessary jobs.	

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In the SWOT Matrix applied to sales:	The Opportunities detected refer to the company's competitive advantages.	
	The Threats refer to barriers or limitations we can find in our environment.	
	The Weaknesses refer to points where the company is not competitive.	
	All these statements are true.	✓
In sales, the Eisenhower Matrix enables us to:	Categorise necessary sales tasks and decide on which one to start with.	✓
	Discover the sales tasks we need to do.	
	Decide what we have to do and what we don't.	
	None of the above statements are true.	
During the sale process, the first thing a Service Advisor needs to do is:	Analyse how the customer feels.	
	Decide what is to be done first.	
	Speak to the customer based on their profile as a purchaser.	✓
	Spot the sales opportunities we have.	
Which of the following are skills of an excellent salesperson:	Focus on the customer.	
	Focus on results.	
	Positive communication.	
	All of the above.	✓
A correct Personal Action Plan to improve sales skills should include:	Only new actions we need for our customer relationships.	
	Both the new actions we need as well as those we should stop doing.	
	The actions we are doing, those we need to change, those we need to stop doing and those we are not doing but should begin doing.	✓
	Only those things our boss tells us.	
1. By using the Accident Damage Management strategy, we will contribute to	☐ Increasing the sale of labour in the SEAT official network.	
	☐ Increasing the bodywork business in the SEAT official network.	✓
	☐ Reducing the labour rates in the negotiation with insurance companies.	
3. Which are the bases for negotiation between SEAT and the insurance companies?	☐ Labour discounts adjusted to the structural costs.	
	☐ Discounts only on parts.	
	☐ High standards of quality, knowledge, equipment and installations.	✓
7. The active acquisition of customers in order to sell Clever Repair is favourable in:	☐ Customers highly dependent on the car.	✓
	☐ Customers whose damages on the car are higher than the excess insurance established in the insurance policy.	
	☐ Customers whose cars have extensive but small metal work damage.	
8. One of the functions of the Accident Specialist's Sales Advisor is to reach an agreement with the expert. For this purpose, he must	☐ Analyse the expert report delivered by the expert and accept it if in conformance.	
	☐ Reaching an agreement is not necessary if it is a collaborating company.	
	☐ Receive the expert's appraisal with an estimate drawn up.	✓
Which system should we use to access all the vehicle information registered by the manufacturer?	ODIS.	
	ELSAPRO.	✓
	CEM.	
	ETKA.	
ODIS allows diagnosing faults quickly and also provides the following information:	Vehicle maintenance list: Technical Product Information, Service Measures, TPI's, etc.	
	Queries about the vehicles characteristics, Warranty processing, Queries about and processing of Commercial Support Actions.	
	Technical solutions for faults, Intervention times, Circuit diagrams, etc.	

	Vehicle information, Repair manuals, Circuit diagrams, Service measures and Technical product information.	✓
Which system should be used to code vehicle immobilisers?	ETKA.	
	OPARTS.	
	GEKO.	✓
	WISH.	
The Quick search for technical solutions by means of a guided and structured process is carried out through:	ODIS.	
	DISS.	✓
	DISS Monitor.	
	ELSAPRO.	
How do you access SAGA2?	Via ELSAPRO.	
	Via the Internet, provided there is a standardised connection.	
	Via any DMS, provided that it is standardised by SEAT.	
	Via the CPN Corporate Portal.	✓
What benefits does the DISS system provide to SEAT?	It provides control over the services that are provided at the Authorized Service Centre.	
	It allows knowing the behaviour of its fleet of vehicles.	✓
	It streamlines the processes related to warranties.	
	It verifies the quality of the parts used in vehicle manufacturing.	
What happens when Technical Assistance is consulted about a DISS record that is in process?	The response appears on the Entry tab of DISS Monitor.	✓
	The response appears on the DISS tab called In-Process of DISS Monitor.	
	The Authorised Service always receives an e-mail informing about the availability of the response.	
	A New icon appears on the Consultations Made tab, which when selected, opens up the response to the consultation made.	
If a DISS record is initiated by the Service Advisor when receiving a vehicle, can the Master Technician continue with it?	No. The person who creates a DISS record is the one who must continue with the processing and follow-up process.	
	Yes, as long as the DISS record is the informative type.	
	Yes.	✓
	Yes, if the Quality Manager delegates this task.	
What does this icon mean in the Digital Service Schedule?	There is a maintenance list open and not saved.	✓
	The Digital Service Schedule includes data.	
	You can cancel a maintenance record.	
	This icon does not exist in the Digital Service Schedule.	
To which service process does the automatic generation and saving of the service record belong?	Customer follow-up	
	Preparation for the appointment	
	Carrying out of the maintenance service	✓
	Vehicle Reception.	
What guarantees the authenticity of a record?	The VIN	
	The security code	✓
	The Dealer's stamp	
	The Dealer's signature	
Who has access to the record of a service within the first 10 days?	All the Dealers	
	The Dealer that performed the record	✓
	Only the Importer	
	Only the person who created the record	
How long does a Dealer have to cancel a	5 days	

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service entry it has created?	10 days	✓
	No period has been established	
	20 days	
DISS is accessed through:	ElsaPro.	✓
	ETKA.	
	DMS.	
Is ElsaPro part of all the DMSs in the SEAT Network?	Not yet, but it will be.	✓
	It is already part of the approved DMSs.	
	It is found in all DMSs.	
What is Active Reception?	It consists in assisting the customer at reception without sitting in the office.	
	It consists in agreeing with the customer on the interventions to be carried out on the vehicle after its inspection.	✓
	It consists in carrying out the reception with the customer present in the workshop.	
	It consists in determining the elements to be replaced in a vehicle due to wear and tear. It corresponds to maintenance.	
Which are the customer's main expectations at the Reception?	Reasonable price and timely completion of the work.	
	Reasonable price and promotional offers.	
	Transparent information about the price and interest in serving and understand them.	✓
	Exclusive commitment of the person serving them and immediate availability of spare parts and accessories.	
Which of the following statements is NOT an objective of reception?	Agree with the customer on the work to be done.	
	Agree with the customer on the date of vehicle collection.	
	Obtain the customer's agreement on the price of the work.	
	Increase the deferred sale of spare parts and labour.	✓
At what point does the process of Verification of the vehicle status begin?	After the Welcome and reception.	✓
	After the vehicle's Test Drive.	
	After acceptance of the Repair Order.	
	After placing the protection elements on the vehicle.	
Why is it important to confirm the customer's details during the welcome and reception?	Because it is one of the things that is checked during quality audits.	
	Because, if not, the Repair Order is incomplete and is not legally valid.	
	In case it is necessary to contact the customer during the work.	✓
	Because, if not, it will not be possible to send the customer the satisfaction survey.	
In communication the participation of the receiver must be:	Passive.	
	Optional.	
	Active.	✓
	Assertive.	
The sender must collect information about the effects that their communication produces, this information is:	Feedback.	✓
	The message itself.	
	Distraction.	
	Noise.	
In communication non-verbal / kinesic elements are:	Linguistic signs and drawings.	
	Written communication.	
	Facial and body expressions.	✓
	Sound and audible signs.	

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Verbal communication can be:	Oral or written.	✓
	Individual or collective.	
	Proxemics or kinesics.	
	Passive or assertive.	

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VEHICLE DELIVERY

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2.1.2. ROLE PLAY - VEHICLE DELIVERY
INSTRUCTIONS FOR THE PARTICIPANT

Vehicle Delivery Role Play. Scenario 1

Next, you will perform an exercise in which you will have to assume your role as a Service Advisor. You can use your real name for completing the exercise and all of the information required to complete the exercise is available. You may ask the customer (consultant) who will complete the exercise with you directly for any other information you feel you need. We advise you to act as you would normally in the workshop.

Background

You have been working as a Service Advisor at SEAT East Cairo, S.A. for the last two years. You are happy with your job because you have always liked dealing with customers and the company you work for is giving you good professional development opportunities.

The SEAT East Cairo workshop is located on the outskirts of city Y. Most of its customers are very loyal to the brand and the workshop, as the dealership and the after-sales service have been in the areafor more than ten years.

There are two service advisors, a workshop manager and an after-sales manager, plus the mechanics and specialists. Your main tasks involve arranging appointments, carrying out the dialogue reception of vehicles, delivery and giving any advice that customers may need. Occasionally you order spare parts and organise the workshop steps, but always under the supervision of the workshop manager.

Scenario

Like every day, today you have just started your day, it's 8.30 a.m., you have checked the schedule and you know that at 9.00 you have to meet with the customer. You don't have much information about the customer and it seems that so far he/she has always been welcomed by your colleague, who is on leave for a few days and you are taking over his workload.

The vehicle is a SEAT Ibiza, 1.6 60,000 km, year 2020. You have arranged a meeting with the customer, as the repair is complete and you have to deliver the vehicle to him/her. During the DR a problem was found with one of the valves. The corresponding RO was signed but your colleague still had to confirm the price. Some commercial service was possible, but at the time the customer had to leave quickly for a work issue. The vehicle is not under warranty.

You have all the materials you need to make the delivery, issue the invoice and provide additional information (maintenance packages, etc.), if you think they should be offered to the customer, as well as any other means that you consider necessary.

Objectives

- Establish a conversation of trust with the customer.
- Perform the vehicle delivery process according to the vehicle and customer.
- Offer appropriate commercial campaigns, financial services, spare parts and accessories.

2.1.2. ROLE PLAY - VEHICLE DELIVERY
CURRENT CAMPAIGNS

Tyre campaign*

POSVENTA – SEAT
CIRCULAR PRODUCTO
CAMPAÑA NEUMÁTICOS

A la atención de:
Gerente
Jefe de Posventa
Jefe de Recambios

SEAT

Dear collaborators,

With the aim of optimizing the profitability of our purchases and with the aim of continuing promoting this important business line for everyone. from Operations Post-sales we are pleased to inform you of the "Tires Campaign" This campaign gives you an additional discount on the purchase of 40 high-reference references rotation that you can consult in the attached file including the main measurements and marks.

The additional discount will be applied from the first unit directly on the invoice:
Continental : Discount 10%
Pirelli: Discount 10%

Tyre Campaign					
SIZE	BRAND	Drawing	RRP	Net campaign	Discount
185/65 R15 92V	Bridgestone	Ecopia EP001	3,150	2,850	-10.0%
185/65 R15 88H	Continental	Comfort Contact 6	3,000	2,700	-10.0%

2.1.2. ROLE PLAY - VEHICLE DELIVERY
CURRENT CAMPAIGNS

Sell In - Sell Out* Campaign

Dear collaborators,
We are pleased to inform you of interesting mug discounts, applied to different accessories campaigns. They are detailed below:

- full Link system: makes daily life easier by integrating a wide variety of applications compatible. Connect the smartphone to the SEAT infotainment system and easily and safely access the different Apps.
- Parking assistance devices, which help to report obstacles and are very useful for blind spots, as well as the distance available to maneuver. emergency light that replaces the triangles, providing greater
- Easily Bicycle carrier: adaptable to the vehicle.
- Electric towbar: Electrical system, which facilitates maneuvering when hide the hook (efficient ergonomic U mug system).

PRODUCT FAMILY	PROMO DISCOUNT	RRP	net price
PARKING SENSORS	-15.0%	7,000	5,950
BIKE RACK	-15.0%	3,700	3,150
ELECTRIC TOW BAR	-15.0%	3,950	3,350
FULL LINK	-15.0%	4,850	4,150

Written Exercise

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3. Written Exercise
INTRODUCTION

Written excercise – Service Consultant

Please read the following complaint of your existing customer, Mr. Smith. Think about the different opportunities there are to react and write an appropriate response to regain Mr. Smith as a loyal customer. Use your communication skills, to meet the customers' expectations.

Dear Mr. Miller,

I would like to complain regarding a telephone conversation I had with one of your colleagues some hours ago.
I bought an Ibiza at your dealership last year and I was very satisfied with the customer oriented service at the time. Unfortunately, my Golf started to make strange sounds two days ago. I was indeed upset because I consider my car still new and problems such as that should not appear within the first year. Therefore, I tried to get an appointment in the workshop to check the reason of that noise but your service assistant told me, the next opportunity would be only in two weeks. That is unbelievable and unacceptable for me because I need my car every day to get to the office.
I would like you to find an appointment for check-up within the next two days.
I am looking forward to hearing from you as soon as possible. If this should not happen, I will change the dealership. You can contact me at the address and phone number below.

Sincerely,
Bill Smith

Time

- Total: 30 minutes
- Preparation time: 15 minutes
- Presentation time: 10 minutes
- Question time: 5 minutes

3. Written Exercise Solution

Dear Mr. Smith

Thank you for your e-mail, even though the reason which prompted you to write is unpleasant.

~~We~~
We sincerely regret you disappointment with described issues strange sounds two days ago.

I want to confirm with you an appointment next monday to check your vehicle and solve the problem.

In order to enable aproper assistance to you. We have forwarded your correspondance to our dealer —

~~S~~ phone:—
E-mail:-

We have asked them to look into your issue and ~~to get~~ to get in touch with you directly. Please expect further communication from them

~~Your~~ Regards

Miller

SEAT

NTERNAL