



BRANDS STANDARDS GUIDE

CUSTOMER JOURNEY

BRANDS STANDARDS GUIDE: CUSTOMER JOURNEY

CURB APPEAL

- Exterior/Landscaping
- Dumpster
- Banners
- Signage

APPROACHING SHOP

- Entering the Shop
- Cones
- Old Oil Storage

IN SHOP

- Pit Standards
- Podiums

IN SHOP

- Step Stools
- Tool Box
- Trash Cans

IN SHOP

- Inventory
- Product Displays
- Oil Pour Jugs

IN SHOP

- Office/Lobby



EXTERIOR

BANNERS

- Banners are tight and level
- Clean with no rips or tears
- Price points facing high traffic areas
- Marketing compliance
- Using the same bungees instead of multiple color and types



LANDSCAPING

- Lawn/grass cut and maintained with no debris
- Flower beds mulched and free of debris
- Shrubs, bushes, and trees trimmed
- Driveways free of leaves and trash



BUILDING EXTERIOR

- Paint is clean and updated
- Arrows clean and visible (white or yellow)
- Glass and windows clean with no streaks
- Signage clean, working, and not faded
- Bay doors clean and functioning properly



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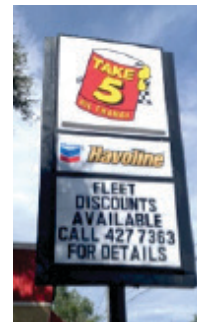
CUSTOMER JOURNEY

- All lights working and area is well lit
- Dumpster enclosures clean with doors shut
- Lids closed on dumpster and waste filter drums
- Free of trash and debris inside enclosure
- Used oil filter barrels hidden from customer view. Preferably inside dumpster enclosure.



READERBOARDS

- Clean with inviting message or price point
- Approved messages
- Message spelled correctly
- Letters spaced evenly and words centered throughout
- No fading or torn graphics



PARKING LOT

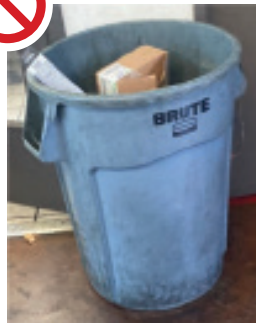
- Freshly Painted Arrows
- Clean Lot w/o oil Stains
- New or cleaned cones
- Stay in Your Car Signs not faded
- Bollards freshly painted red or yellow
- Used oil barrels hidden from customer view. Preferably picked up by distributor ASAP when empty
- Used oil filter containers need to be labeled
- Squeegee buckets need to remain clean



INTERIOR

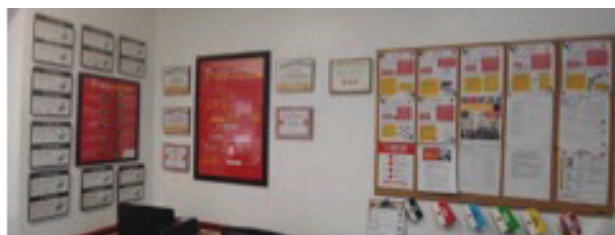
GENERAL NOTES

- Walls, Interior Doors & Trim Painted/Cleaned
- Floor scrubbed/mopped frequently
- Speed racks properly stocked to shelf capacity and labeled
- Interior Banners current and in good condition
- Bay Doors in good working order, windows clean
- Displays stocked, cleaned, and organized
- Shop free of clutter, open and inviting
- Exterior of Trash Cans cleaned with degreaser. Replaced as needed. (black slim-jim preferred). No old, gross trash cans!
- Minimize barrels inside the shop whenever possible
- Pit buckets clean from oil stains. Preferably black in color
- Sure Step stools clean and maintained. Black preferred. Yellow ones need to be deep cleaned and maintained
- Barrels on red dolly's whenever possible
- Small black trash cans should not be in customers view
- Mop buckets and general cleaning supplies should be kept out of customers view



LEARNING RESOURCE CENTER

- KPI Board updated daily
- All training material available
- Training key rings available
- Employee certificates framed and hung
- Pit Tech to President and NPS Road Map framed and hung
- Job Aids posted accordingly (MOD, 2/3 Man process, KPI board, etc.)

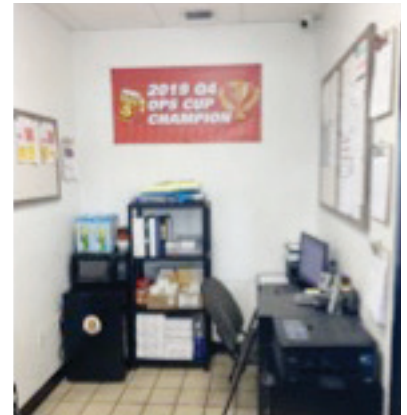


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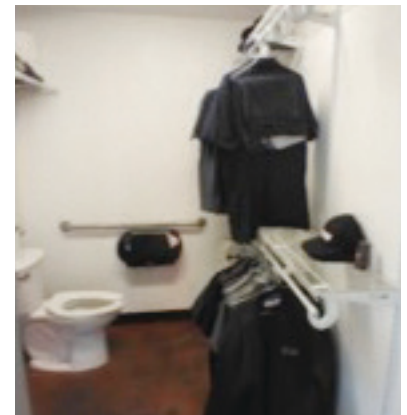
SM OFFICE

- Clean and organized
- Working printer and computer
- Proper documents printed and posted
- Safety binders, SDS, HR Toolkit readily available
- Safes in working order
- Desk clear of office items, papers, personal belongings
- Rally Point accessible here or at Training Station



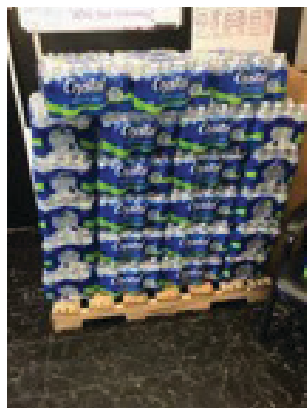
BATHROOM/EMPLOYEE DRESSING AREA

- Paper products stocked
- Soap and sanitizer available
- Clean and organized
- Personal items stored properly
- Toilet, hand sink, dispensers, and mirror in good working order and cleaned and sanitized.
- Laundry stored organized and neat
- Walls, Baseboards, Floor, and doors are clean and free of debris



STOCKROOM

- Inventory neat and organized with numbers facing in the same direction
- F.I.F.O (first in first out) method utilized
- Backstock water minimum of 2" off the ground
- Walls and floors swept and clean



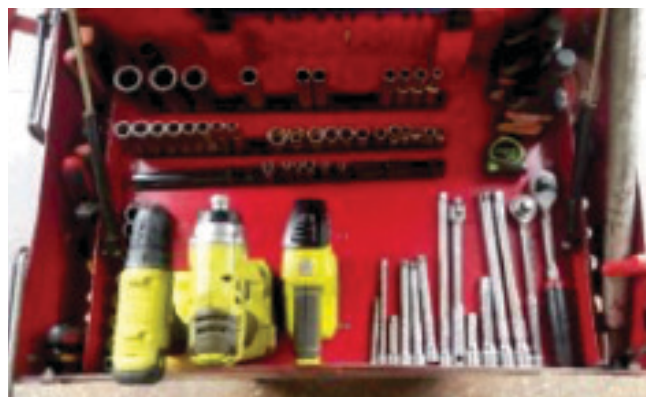
INVENTORY

- Wipers, air filters, cabin filters, and oil filters fully stocked and faced to the front of the shelf or rack
- All labels facing same direction with minimal gaps
- Wiper blades strategically placed in the view of customers
- F.I.F.O method used
- No opened products in customers view



TOOLBOX

- Neat and organized
- Stocked w/ necessary tools
- Located in front of bays for easy accessibility
- Maintained with the sides, bottoms and shelves cleaned and organized



PODIUMS

- Clean, neat, free of clutter, and organized
- Correct Service Writer Rule Sheets
- All scanners, CC machine, printers, etc. in working order
- Menu board visible and clean to customer with no obstructions
- Pens and hand sanitizer stocked and available
- Service writer scan sheets must be printed in color (Yellow Brick Road)

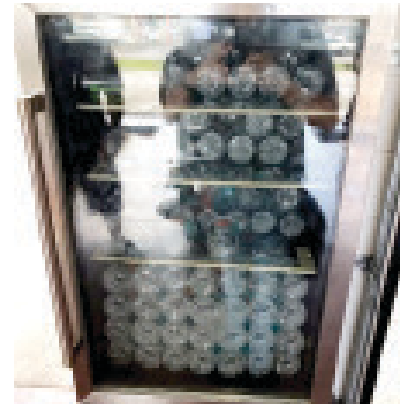


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WATERCOOLER

- Clean and fully stocked
- Water bottles and juice boxes with bottoms facing out
- No personal food or beverages
- Hand sanitizer near cooler
- Fruit snacks stocked by water cooler



OIL DISPLAY

- Oil totes clean and properly labeled
- Oil jugs wiped clean after each use
- Jugs clean/new
- Catch pans emptied daily
- Bottle oil display near customers view
- F.I.F.O method used
- Drums clean and labeled with nothing on top
- Working hand pumps for each drum
- Drum labels facing outward
- Bottled oil pulled to the front of shelf with labels facing same direction
- Oil buckets clean. Replaced if necessary (free from Castrol)



PITS

- Clean and free of oil spills and debris
- Proper tools to service vehicles, set up correctly
- Drain plug bins stocked and labeled
- Rolling drain pan clean and numbered for each bay
- Clean and used rag buckets in each bay
- Proper drain plug washers in each bay
- Detail Clean and Remove Grease and Dirt Build-Up
- Refresh Paint of Pit, Pit Rails, basement staircase if applicable
- Magnetic bowls for skid plate bolts
- Tilt bins for plugs with picture and order # labels



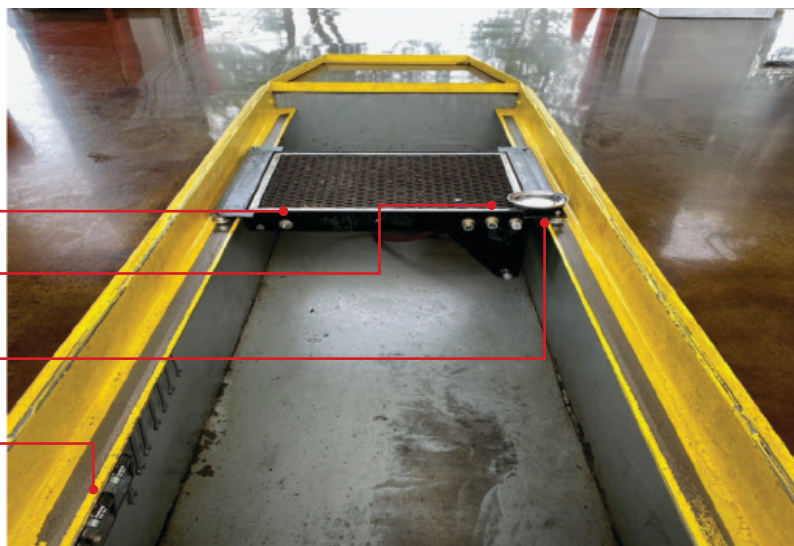
Pit Setup

Hook for pit man's wrench

Hooks for drain plug gaskets

Holder for skid plate bolts

Drain plug storage bins



Parts

DESCRIPTION	VENDOR	COST	QUANTITY PER PIT	SKU #
4 In. Stacking Tilt Bin	Harbor Freight	\$1.99	Need to purchase four bins	56327
Magnet hook set, 4 Pc.	Harbor Freight	\$3.99	Need to purchase one 4 Pc. Set	98502
6 In. Magnetic Parts Holder	Harbor Freight	\$3.99	Need to purchase one	61428

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Drain Plugs and Gasket stored in each pit

PART #	DESCRIPTION	MANUFACTURER USES
80-22	14x1.5 Gold	Honda, Chrysler
78-02	14x1.5 Guide Point	Ford, Chrysler, Hyundai, Kia
78-25	12x1.75 Course Guide	Chevrolet, General Motors, Few v6 Ford
78-38	12x1.25 Guide Point	Nissan, Toyota
74-09	14mm Rubber/Metal Gasket	Ford, Chrysler
74-08	12mm Rubber/Metal Gasket	Chevrolet, General Motors, Nissan, Toyota, Few v6 Ford
7161S	14mm Aluminum Gasket	Honda, Hyundai, Kia

Tools Needed for Installation

Concrete pit tools

- Hammer drill
- 5/32" drill bit

Steel pit tools

- Drill
- 3/16" tap cons
- #2 Philips screw driver

Where to place the bins

- Left side; preferably before the magnet for the wrenches
- 1 inch under the pit rail (drill spacing)
- 1 inch from the pit entrance (drill spacing)

EMPLOYEES

- Energetic and in clean uniforms
- Customer service maniacs
- Shirts tucked in
- Proper scratch resistant belts
- Black slip resistant shoes
- Smiles! It's part of the uniform



RECOGNITION

- We take care of our people
- Reward outstanding performers
- One team!



PAINT COLORS



RUST-OLEUM GLOSS WHITE

- Interior Walls



RUST-OLEUM SMOKE GRAY

- Pit Floor
- Pit Walls



RUST-OLEUM SEMI-GLASS BLACK (OPTIONAL)

- Bay Entrances/Exits
- Podiums



RUST-OLEUM SAFETY YELLOW

- Pit Rails
- Lot Arrows
- Staircase Rails
- Curbing (if already painted)



RUST-OLEUM SAFETY RED

- Building Bollards

TAKE 5 PAINT CODES / SHERWIN WILLIAMS

SURFACE	COLOR NAME	SW CODE #	SAMPLE / REFERENCE
EXTERIOR			
EIFS Main Color	StoneBriar	#7693	StoneBriar SW 7693
EIFS Accent Band	Cottage Cream	#7678	Cottage Cream SW 7678
EIFS Wainscot	Sturdy Brown	#6097	Sturdy Brown SW 6097
EIFS Scndary / Cornice / Coping	Positive Red	#6871	Positive Red SW 6871
INTERIOR			
Interior Walls	Extra White	#7006	No sample available
Interior Trim & Doors	Dorian Grey	#7017	Dorian Grey SW 7017
Brown Accent for OverHead Door	Turkish Coffe	#6076	Turkish Coffe SW 6076

