

Customer service tool kit

April 2016

Cold call policy

Person/s in charge

- Marketing assistant
- Branch manager

Terms and Conditions

- Contact at least 30% of your branch active customers to schedule an oil change on a monthly basis

Breakdown

- Average active accounts per day: 7 people
- Average call time: 3 minutes to 5 minutes

Cold call script (*First contact*)

Marketing Assistant (Cold call)

MA: Magandang hapon po, Sr. (Customer name). Ito po ay si (name of caller) sa (branch name). Kinukumusta ko lang ang inyong motor kasi malapit na po ang inyong periodic change oil. Kelan po kayo puwede bumisita sa store namen?

Customer: Medyo busy pa ako ngayon puwede bang sa susunod ka na lang tumawag?

MA: Kelan po kayong puwedeng paalalahanan sa inyong oil change? Maaring ko po malaman ang inyong kilometer reading?

Customer: Tumawag ka na lang next week. Pero ang kilometer reading ko ay 1, 000 km.

MA: Maraming salama po Sr. (Customer name) paalalahanan ko na lang kayo sa change oil ninyo next week.

Cold call script (*Follow up and managing clients expectations*)

Marketing Assistant (Cold call)

MA: Magandang hapon po, Sr. (Customer name). Ito po ay si (name of caller) sa (branch name). Pinapaalanan ko po kayo na kailangan ninyo magpa –oil change para po maalagaan yung inyong motor.

Customer: Sige, salamat . Puwede ako ngayong Sabado

MA: Sr. kaya ba ninyong Biyernes dahil wala po kaming mechanico tuwing Sabado.

Customer: Wala anuman

MA: Maraming salama po Sr. (Customer name). Hintayin ka namin ng Biyernes.

Face to face interactions

Cashier (After transaction)

Cashier: Maraming salamat po, baka po meron po kayong gustong idagdag? Baka kailangan ninyo mag oil change kasi nandito na rin kayo?

Mechanic (Face to face after repairs)

Mechanic: Maraming salamat po. Sir, kailangan po kayo makakabalik (DATE OF NEXT MONTH) para sa periodic maintenance ng inyong motor. Para masiguro natin na nasa magandang condition ang inyong motor.