Policy 1 - Reception – Face-to-Face – Greeting

8.10.22
To: Office staff, reception

PURPOSE: We want all customers to be acknowledged right away as they enter the office. This builds rapport with them, and shows them we care and are professional.

POLICY: Greet customers IMMEDIATLY and in a friendly, upbeat manner, with a smile.

PROCEDURE:

1. Greet customers immediately when they enter the door.

2. Make eye contact, smile, and say “hello.” Call them by their name if you know it.

3. Either help them right away, or let them know you'll be right with them as soon as you finish up with “(name of customer you are dealing with already).”

RESULT: The receptionist and service advisor (whoever is in the office) greets customers promptly to the customers feel and are properly attended to.

I have read and understood this policy __________________________________print name

__________________________________signature

_________________date

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I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 2 – Reception – Get Customers to Leave the Car

12.15.16
To: Reception, dispatcher

PURPOSE: To get the customers to drop their car off instead of waiting for it, so we have time to do a proper inspection and repair.

POLICY: When speaking to a customer about their appointment, prepare them to drop the vehicle off.

PROCEDURE:

1. When scheduling ON THE PHONE, AT THE TIME OF BOOKING THE APPOINTMENT, say the words "drop it off at (time)." Use the words "drop it off" so they know they need to – you guessed it – drop it off.

2. You can explain that this gives the tech time to do a thorough inspection of their vehicle.

3. If the customer is a walk-in, the same rules apply.

4. You can also tell them we will call them by mid-day with an update on their vehicle. If you tell them that, you are responsible to make sure you make this call (see policy on All Staff - Deliver What Was Promised).

RESULT: Customers drop their cars off and leave, and feel good about that. We don't have waiters. We have the time we need to do a proper inspection and repair.

I have read and understood this policy   ________________________________print name

________________________________signature

________________date

Policy 3 – Reception – How to Answer the Phones

8.10.22
To: receptionist, service writer

PURPOSE: We start building a relationship with a customer from the moment we pick up the phone. Often, how we answer the phone is the first experience a new customer has with us. We need to make it an experience where they trust us, like us and do business with us. We want to provide a consistent experience for customers each time they call, so we all answer the phone the same way, every time. Our goal is a 95% appointment booking rate for people reaching out to us for help with their car.

POLICY: Always SMILE when you answer and talk to a customer on the phone. Use phone scripts. Answer the phone by the second ring.

PROCEDURE:

1. Answer the phone by the 2nd ring.

2. SMILE! Customers can hear it in your voice.

3. Answer the phone like this, depending on which shop you are at:

"Thank you for calling K-Tech Automotive, this is _______ on a recorded line, how may I help you?"

OR

"Thank you for calling Pauline's Automotive, this is _______on a recorded line, how may I help you?"

4. Then use the **Anytime Script** (see script folder in Service Writer section of this manual to find the Anytime Script) to get the car in the door. As per the script, get on a first name basis right away, and ask how they found out about us.
5. The **Diagnostic Checklist** is another good tool to use to ask questions to get the customer in the door.
6. **The primary goal is to book the appointment.** If you book the appointment, you succeeded.
7. **If you did not book the appointment**, you let your manager know so we can train together to figure out what happened to prevent it from happening again, and record the missed opportunity on the "**Lost Appointments**" log including relevant information about the call and **date and time** of occurrence.

If you have a customer in front of you or are on the phone already when the phone rings:

1. Tell the customer in front of you or on the phone "excuse me, let me just put this (*other*) line on hold" and answer the phone.
2. When you answer the phone, say immediately "Thank you for calling K-Tech Automotive, this is __________, I'm wrapping up with a customer in front of me and I don't know how long it will take. May I take your phone number and call you back?"
3. Take the phone number and repeat it back to the person on the phone to make sure it's correct.
4. Get back to the customer in front of you.
5. Call the other customer back right away and help them.
6. **The only exception to this is if you are in the middle of a sale.** Do not interrupt the sale by answering the phone or you may lose the sale or part of the sale. Hit the DND (do not disturb) button on the phone so the customer doesn't it ringing in the back ground. (**IMPORTANT NOTE: Remember to turn of the Do Not Disturb after the sale is complete!)**

RESULT: The service writer or receptionist answers the phone promptly with a smile using the official greeting, and successfully books all callers for an appointment. The service writer creates a consistent experience for customers each time they call us, and they like that and feel safe with us.

I have read and understand this policy: ______________________________print name

____________________________________sign

________________________date

Policy 4 - Reception – Phone Handling – Putting People on Hold and the 30 Second Rule

1.8.24
To: Receptionist, service writer

PURPOSE: To put callers on hold while maintaining the most rapport possible.

POLICY: Answer the phone even if you are on the other line (unless you are in the middle of a sale). Don't keep callers on hold too long. Get the caller's name and phone number before putting them on hold in case they hang up or you get disconnected.

THE 30 SECOND RULE: Never leave a customer on hold more than **30 seconds** without checking back in with them **every 30 seconds**. It annoys many people to be on hold and they feel forgotten or not important if unattended to longer than **30 seconds.**

PROCEDURE:

1. Answer the phone even if you are on the other line, unless you are in the middle of a sale. (If you're preparing to make a sale, and there is another office person around, ask them to answer the phones for you.)

2. If you are on the phone and the other line rings, politely let the person you are on the phone with know you are going to put the other line on hold, then put your current caller on hold to answer the other line.
    1. Answer the ringing line and ask if you "may please place them on a brief hold?"
    2. Ask them for their name and phone number before putting them on hold just in case we get disconnected.
    3. Tell them you'll be right back.
    4. **OR** instead of doing numbers 1-3, get their name and number and call them back when you are done with your call.

3. **NOTE**: If you need more than **30 seconds** to finish what you are doing, then instead of asking to put the caller on hold, always ask the caller for their name and number and call them back.

4. If for some reason you have to have someone on hold longer than **30 seconds**, check with them after about **30 seconds** and see if they are still ok holding or if they want a call back instead. Check with them every 30 seconds so they feel attended to. (*NOTE: Consider how annoyed you may have gotten being on hold with another company yourself.*)

5. If you have a customer in front of you in the office, and the phone rings, answer it with the standard greeting except instead of saying "how may I help you," instead say "I'm with a customer, may I please get your name and number and call you back?" Then get their name and number and call them as soon as you finish handling any customers in front of you.

RESULT: The receptionist/service advisor answers every phone call, and doesn't place anyone on hold for more than **30 seconds** without us checking on them. If there is a customer in front of you or you will take more than 30 seconds to finish the call you're on, you get their name and number and call them back. This means customers are happy and feel attended to.

I have read and understood this policy ___________________________________print name

___________________________________signature

__________________date

Reception 5 – Phone Handling Policy – Booking Appointments

8.10.22
To: Receptionist, Service Advisor

PURPOSE:

The purpose of the phones is to get the customer in the door. In other words, book the appointment and get the car here. If you booked the appointment and the car comes in, you did a good job. In addition, *short* phone calls with *booked* appointments are a sign of a good Service Advisor/Receptionist.

POLICY:

BOOK THE APPOINTMENT. That's what this policy is all about. Never sound pushy – always come across as Confident, Concerned and Helpful. Ask questions as needed but don't get caught in the customer's story. Have the phone call be as short as you can while maintaining rapport with customer and booking appointment.

GO FOR THE APPOINTMENT EARLY AND OFTEN. This means ask very early in the phone call for the appointment. If the customer goes off on a story, bring them back to booking the appointment. Repeat until the appointment is booked.

PROCEDURE:

1. Answer it as described in the "**How to Answer the Phones**" policy.

2. **Get them to book an appointment:**
    1. Build enough rapport with the customer to get them to book an appointment.
    2. Go for the appointment. TELL, DON'T ASK if they want to bring it in.
    3. **Say it like this:** "We have openings as early as (day), is 9 am good or does 10 am work better for you?" (or whatever times you have available.) **Give them 2 choices – no more, no less.**

3. Type the customer's name, phone number, and reason for coming in the electronic scheduler.

4. If you can take the car now and the sense of urgency will get the car in whereas we otherwise might miss the appointment, then ask the customer if they can bring it in now and DROP IT OFF (so we can work it in between other cars if needed).
5. If they need service NOW, contact your sister shop and see if they can get it in faster. **Do your best to not lose ANY appointments/opportunities.**
6. If the customer says they'll call back to schedule, either try again to get an appointment in the books by telling them we book up fast and you'd like to save a space for them, that they can always reschedule if needed.
7. If that still fails and they say they'll call back, ask them if it might be convenient for us to check in with them in a day or 2 to follow up. Ask for their name and number and ask if it's ok if you call them in a day or 2 if you don't hear back from them. (in other words, do not give up)
8. Promptly tell the manager if they don't book an appointment, so she can call them back and give booking them another try. Or even hand the phone to the manager if s/he's right there and you think that's the best option.
9. If you miss a call (which should ideally never happen), look in caller ID to find the number and call them back. You can run the number through the customer database to try to find out who it is, too.

RESULT: The phone call is as short as possible, just long enough to instantly build rapport and to get the appointment booked. The appointment is booked and properly documented in the electronic scheduler. The customer brings their car in at the appointment time.

I have read and understood this policy: ________________________________print name

________________________________signature

________________date

Policy 7 – Reception – Forwarding the Phones when Power is Out

07.01.2024
To: Reception, Service advisor, Managers

PURPOSE: To ensure we always receive phone calls, even if the power or internet is out. Our phones are the lifeline of our business, and any downtime can result in significant losses. This policy ensures the phones are always working.

POLICY: In the event of a power or internet outage, immediately forward the phones to a designated cell phone.

PROCEDURE: You have two options:

1. **Option 1 – Call Nextiva:**
    - **K-Tech Account Number:** 3656238
    - **Pauline's Account Number:** 3656169
    - Immediately call Nextiva support at 800-285-7995 (this number is also on the password list; if inaccessible, Google it using your cell phone).
    - Inform them that you need all lines routed to a cell phone (typically the store manager's number). Verify the number to ensure it's correct.
    - Test the forwarding to ensure calls are going to the manager's phone.
    - Once power is restored, call Nextiva to revert to the "Main Call Flow" and disable call forwarding.

2. **Option 2 – Do It Yourself:**
    - Use a cell phone as a hotspot to get a computer online.
    - Visit Nextiva (http://nextos.nextiva.com) or Nextiva (http://nextiva.com) and log in with admin credentials. If you see all shop phones, you have admin rights.
        - **K-Tech Username:** ktechautomotive@gmail.com
        - **Pauline's Username:** paulinesauto@gmail.com
        - **Both Passwords:** Nextiva2022!
        - **Master User:** Kathryn Roman
        - **Master Username:** kathryn@ktechautomotive.com
        - **Master PW:**
        - **Pins:** possibly 0000, 1234, 0198 (for K-Tech), 6050 (for Pauline's)
    - Navigate to "Communication" > "Voice" > "Call Flows."
    - Deactivate the "Main Call Flow" by selecting it and clicking "deactivate" in the upper right menu.
    - Activate the "Call Forwarding (name of store manager)" call flow by selecting it and clicking "activate." You can change the forwarding number if needed.
    - Test the forwarding by calling the shop from a cell phone to ensure it redirects to the manager's phone.
    - Once power is restored, revert to the "Main Call Flow" and disable call forwarding.

RESULT: By forwarding the phones to cell phones, we ensure continuous phone service even during power, internet, or phone system outages.

I have read and understood this policy ____________________________________print name
____________________________________signature
__________________date

Policy 8 – Reception – When people call asking for the Owner

8.17.22
To: Office staff, reception

PURPOSE: To direct people to the correct way to contact the owner. To avoid wasting time with unwanted sales calls and to shield the owner from unnecessary traffic.

POLICY: Do not commit the owner to calling anyone back, ever. Do not give out the owner's phone number. Instead, direct callers to the owner's email.

PROCEDURE:

1. When someone calls and ask for "the owner" or "Kate," tell them the best way to get ahold of me is via email, and give them my email address:

   Call to K-Tech: **kate@ktechautomotive.com**

   Call to Pauline's: **kate@paulinesauto.com**

2. If they ask for me to call them back, tell them that "she does not work out of this office and the best way to reach her is via email." Repeat the above step as often as needed to get the message through to the person.

RESULT: The receptionist directs people to the owner's email. The receptionist does not promise a callback from the owner or give out the owner's cell number without the owner's expressed permission.

I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 9 – Reception – Snail Mail and Email Customer Communications

8.17.22
To: Office staff, reception

PURPOSE: To properly route mail and email to the correct recipient. We need to make sure we handle and respond to all customer communications, whether they come via email or mail.

POLICY: Make sure mail and emails get to the correct recipient. Handle and respond promptly to all received communications.

PROCEDURE:

INCOMING SNAIL MAIL:

- Give it to the person it's addressed to if it has a name on it.
- If it is a request to stop sending them postcards, then follow the policy for that (separate policy).
- If it is something else, give it to the manager.

OUTGOING SNAIL MAIL:

- Use a business letter format, on shop letterhead for your shop (letterheads can be found in Forms electronic folder in Dropbox.)

EMAIL:

- Check emails first thing in the morning and repeatedly throughout the day. Make sure any emails in the "INBOX" get to the correct recipient. For example, if someone emails the owner and it ends up in the Inbox, put it in the owner's folder. Ask for help if you don't know how to do this.
- **VERY IMPORTANT:** Check the junk box daily. Important emails often end up in the junk box.
- Respond to customers promptly and follow the same basic rules we use for phone handling – use the anytime script and other scripts to get them scheduled.
- Avoid using all caps - it makes people think you are shouting at them. Use good grammar and spelling.
- If you have a shop email address for yourself (ie: yourname@ktechautomotive or yournam@paulinesauto.com), then select that as the "FROM" address when responding.
- If you get a Kukui appointment request, go in to Kukui to officially confirm it, and also call the customer to confirm that way, too.
- If you get an appointment request from the website, officially "confirm" it and also call the customer to confirm that way, too.

RESULT: All communications are received, handled, and correctly and promptly responded to. No communications are missed or lost.

I have read and understood this policy __________________________________print name

__________________________________signature

_________________date

Policy 10 – Reception – Always Answer the Phone

1.10.24
To: Reception

PURPOSE: To ALWAYS answer the phone when it rings during business hours. More phone calls answered means more cars coming in which means the shop makes more money and thus the team makes more money.

POLICY: ALWAYS answer the phone when it rings during work hours. Always be in range to hear the phone when it rings during work hours.

PROCEDURE:

1. When the phone rings, ALWAYS answer it.

2. If the phone rings when you are on the other line, you still need to answer the second line. Follow other policies for how to put someone on hold.

3. If you are on the handset which only has one phone line, if you answer a call on this handset then you must immediately go into the office so you can hear the second line ring if it does.

4. If the Owner or Manager calls, you must answer the phone even if you are with a customer or on the other line. Follow the other policies on how to handle a phone call in this situation, regarding whether to put a customer on hold (up to 30 seconds) or take their name and number and call them back.

5. ALWAYS ANSWER THE PHONE.

6. If you're having trouble doing this, either figure it out on your own or refer to other policies in this manual to help you.

7. The only exceptions are:
   1. If you are using the bathroom facilities or
   2. If you are an hourly employee on an official break or
   3. If it is during the official weekly shop meeting.

RESULT: You ALWAYS answer the phone during work hours, except for the exceptions listed above and not other exceptions. The phone calls lead to increased booking of appointments and increased car-count.

I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 11 – Reception – Appointment Reminder Calls

8.17.22
To: Reception, Service Advisor

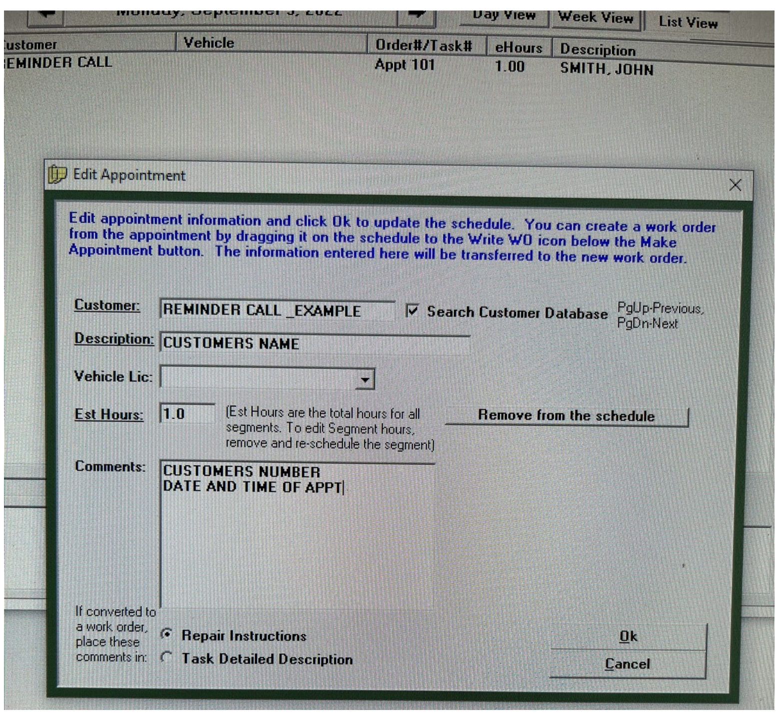
PURPOSE: We remind customers about their upcoming appointment as a courtesy to them and to help ensure they show up.

POLICY: Do appointment reminder calls each day before you go home. For customers who have appointments booked out a month (30 days) or more, put the first reminder call in the scheduler in Winworks.

PROCEDURE:

1. **For upcoming appointments that were booked less than a month ago** (most of them), call the customer the afternoon before their appointment to remind them of their appointment the next day.

2. **For upcoming appointments that were booked a month or more in advance**, put the reminder call in the scheduler in Winworks like you would schedule a normal customer appointment. See photo below:



   - Put the reminder call in the scheduler for **the Monday the week BEFORE (NOT the week of)** their appointment, then contact the customer the Monday *before* the week of their appointment to remind them of the appointment
   - Call the customer to remind them the day before the appointment as well, the same way you would a customer who had booked less than a month ago.

3. *Use a script like this if leaving a message:*

   "Hello (customer name), this is (your name) at (company). I'm calling to remind you about your vehicle service appointment on (date) at (time). If you need to reach us our number is (shop phone number). We will see you then!"

RESULT: The receptionist or service advisor does appointment reminder calls to customers so they show up to their appointments and don't forget.

I have read and understood this policy ___________________________________print name

___________________________________signature

__________________date

Policy 12 – Reception – Removing a Customer from the Mudlick Mail Postcard List

8.17.22
To: Reception, Service Advisor

PURPOSE: Some customers don't want to receive our postcards, and we want to remove them from the mailing list if that's the case so they don't get the postcards. If we don't remove them when they request, it will annoy them and make us look like we don't listen to them.

POLICY: If a customer wants to be removed from the mailing list, find out why so you can record this information on an action request form. This form is to be turned into your supervisor. Promptly follow the procedure below to remove them from the mailing list.

PROCEDURE:

Email Reed at Mudlick Mail:

1. Go into Gmail.
2. Click "Compose."
3. Type "Reed" and select Reed Parker "rparker@mudlick.com"
4. In the subject line type "Remove from Mailing List"
5. In body of email, ask Reed to remove the customer from our mailing list.
6. Provide him with the customer name, address, city, state and zip code. MAKE SURE IT IS TYPED AND SPELLED EXACTLY LIKE IT IS ON THE POSTCARD. Otherwise, the removal may not work.
7. In the email, ask him to confirm with you once removal has been processed.
8. Sign the email accordingly, including your name so he knows who you are. (ie Sincerely, your name here.)
9. Follow up and make sure he responds that the customer was removed.

RESULT: The service writer or receptionist who is in contact with the customer finds out why they want to be removed from the Mudlick postcard mailing list, and then promptly sends the email to get them removed.

I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 14 – Reception – Handling Customer No-Shows for Appointments

8.17.22
To: Reception, Service Advisor

PURPOSE: The service writer contacts the customer promptly if they don't show up for their appointment so we can get them to come in.

POLICY: If a customer is over 15 minutes late for their appointment, call them right away.

PROCEDURE:

1. Make sure you are always doing your reminder calls at night (other policy), to help ensure people show up for their appointments.
2. If a customer is over 15 minutes late for their appointment, promptly call them to find out their ETA or to get them rescheduled.
3. Leave a voicemail if they don't answer. Leave them our phone number so they can call us back.

RESULT: The service advisor promptly calls any customers who are over 15 minutes late for their appointment and either gets them to come in or reschedule.

I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 15 – Reception – No Phone Quotes

8.17.22
To: Receptionist, Service Advisor

PURPOSE: Avoid giving phone quotes because it does not let us develop a relationship with the customer, and it gives us no guarantee that the customer will bring their car to us.

POLICY: Don't quote prices over the phone.

PROCEDURE:

- Use the phone scripts to get price shoppers in the door, rather than quoting them prices.
- You may quote a price for a simple inexpensive straightforward service like oil change, but only if the customer asks, and only if you know the year, make and model and can be accurate with the price. The intention must still be strong to get the customer in the door.

RESULT: The Service Advisor does not quote prices over the phone. The service advisor only quotes prices for inexpensive simple services when the customer asks and an accurate estimate can be given.

I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 16 – Reception – Checking In Customers

8.17.22
To: Service advisor, receptionist

PURPOSE: We need to gather certain important data when the customer drops their car off, and we also prep the customer so thing go smoothly.

POLICY: Gather the data listed below and prep the customer as mentioned below.

PROCEDURE:

1. Do a vehicle walk-around with the customer and note any damage.
2. Get or verify the following customer information:
    - Name
    - Address
    - Phone number
    - Email (if customer is hesitant to give this, let them know we're going to email them their vehicle's inspection and not spam them).

3. Ask the customer how they heard about us (new customers) or if they had gotten any of our communications recently (postcard, email, text, phone call, etc).
    - For new customers, record this as the "customer source" in the dropdown menu in Winworks.
    - For existing customers, record this as the "visit source" in the dropdown menu in Winworks.

4. Enter vehicle license plate into the vehicle section in Winworks and hit "VIN." This will automatically populate the VIN and most of the vehicle information. You may need to manually enter all vehicle data if vehicle has out of state plates or is an older vehicle.
5. Enter the vehicle production date into Winworks. (usually found on label on driver's door)
6. Record any special notes in the customer or vehicle section in Winworks.
7. Prep the customer that we'll call them after we get the techs' report back and let them know if the tech found anything else it needs (set up the sale to be easier).
8. Have the customer sign the estimate.

RESULT: The service advisor/receptionist gathers and verifies the customer contact information including email, the customer or visit source, production date, and preps the customer that we're going to call them with any additional items the tech finds during inspection. The service advisor/receptionist has the customer sign the estimate.

I have read and understood this policy __________________________________print name

__________________________________signature

_________________date

Policy 16 – Reception – Checking In Customers

8.17.22
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7. Prep the customer that we'll call them after we get the techs' report back and let them know if the tech found anything else it needs (set up the sale to be easier).
8. Have the customer sign the estimate.

RESULT: The service advisor/receptionist gathers and verifies the customer contact information including email, the customer or visit source, production date, and preps the customer that we're going to call them with any additional items the tech finds during inspection. The service advisor/receptionist has the customer sign the estimate.

I have read and understood this policy ________________________________print name

________________________________signature

________________date

Policy 17 – Reception – Telling Customers the line is Recorded

12.2.23
To: Reception, Managers, Service Advisors

PURPOSE: To inform customer the line is recorded so the call can be used legally if a legal issue comes up. Also it informative to customer and helps avoid certain problems that may otherwise occur. This way, the phone recording has proof that we informed the caller that the call was being recorded and that has to be disclosed in order to use a phone call for a legal case.

POLICY: Always let customers know the line is being recorded, on all inbound and outbound calls.

PROCEDURE:

- See the "How to answer the Phones" policy and answer the phones that way, stating the line is recorded as per the script in that policy.

- Don't rely on an automatically played "this call is being recorded" message that plays by our phone company – we found that statement is not in the actual recorded phone message so it does not cover us legally.

- On outbound calls, particularly calls to customers about their vehicles, state right away that the call is being recorded. It may sound something like this:
    - "Hi John, this is (your name) calling from (company name) on a recorded line, is now a good time to talk about your vehicle?"

RESULT: We inform customer on both inbound and outbound calls that the line is being recorded, so that we can use the phone recording in court should a legal situation arise, and also to inform the customer they are being recorded.

I have read and understood this policy ________________________________print name

________________________________signature

________________date