

EXCEPTIONAL CUSTOMER EXPERIENCE

After Sales Performance Standards

| CATEGORY | CUSTOMER EXPECTATION | PERFORMANCE STANDARD |
|-----------------------|--|---|
| INQUIRY | <ul style="list-style-type: none">• When I contact the dealership, my needs will be promptly addressed• Respond to me quickly in the manner I request with all of the information I request | <ul style="list-style-type: none">• Answer all telephone calls within three rings, and ensure call "hold" time does not exceed 30 seconds• Respond to all Internet inquiries (Service and Parts) within one business hour using method requested by customer (auto-responder emails do not count as response)• Acknowledge all written communications received within two business days• Address customer's request completely• Provide an appointment system for customers to schedule a specific date and time for vehicle service write-up• Offer dealership hours that are competitive in the marketplace• Offer alternate transportation option(s) for service customers |
| WRITE-UP | <ul style="list-style-type: none">• Prompt and courteous attention to my needs | <ul style="list-style-type: none">• Conduct write-up promptly after greeting customer or at scheduled appointment time• Review and confirm customer repair or maintenance needs and obtain permission to conduct vehicle inspection• Perform vehicle walkaround to visually inspect vehicle• Collect, verify and update/document vehicle and customer information, including email address and preferred method of contact• Identify any open service actions requiring attention and ask for permission to perform them• Review Repair Order with customer to confirm repair needs• Provide estimated completion time• Provide a clean and comfortable place for customer to wait while service is being performed• Provide alternate transportation option(s) |
| INSPECTION AND REPAIR | <ul style="list-style-type: none">• Inform me of any repairs or maintenance needed | <ul style="list-style-type: none">• Assign work to appropriately trained technician• Conduct and document a vehicle inspection that includes determining Diagnostic Trouble Codes and updates that need to be addressed |
| CUSTOMER CONSULTATION | <ul style="list-style-type: none">• Review with me what needs to be done, how much it will cost and when it will be completed | <ul style="list-style-type: none">• Review findings, recommendations and complete estimate of costs and completion time with customer and obtain approval to proceed• Address customer's primary repair needs first• Ensure customer understands and approves the repair and expense• Contact customer to advise of any variances in repairs, parts availability, cost or completion time• Notify customer within one business day upon arrival of special order parts |

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| QUALITY ASSURANCE | <ul style="list-style-type: none">• Fix my vehicle right the first time | <ul style="list-style-type: none">• Conduct and document a quality check to confirm that all requested work is completed and issues are resolved before vehicle is returned to customer |
| DELIVERY | <ul style="list-style-type: none">• My vehicle is ready for pickup when promised• Pickup process is hassle-free | <ul style="list-style-type: none">• Offer options for convenient checkout and pickup• Ensure vehicle is ready for delivery when promised• Provide customer with complete explanation of repairs and charges• Provide customer with documentation of service transaction at time of vehicle delivery• Offer to set appointment for next service visit |
| FOLLOW-UP | <ul style="list-style-type: none">• Someone will contact me to follow up and ensure that everything is OK | <ul style="list-style-type: none">• Contact customer within two days of delivery to determine satisfaction with vehicle and dealership experience and identify any customer concerns• Conduct follow-up using method desired by customer• Contact all missed service appointments and attempt to reschedule |