



Dealer Solutions

WOW!

We, as an industry like many others, are focused on customer satisfaction. The manufacturers survey our customers and ask their level of satisfaction. The grading terminology varies by manufacturers but some common options are:

- “Completely Satisfied”
- “Somewhat Satisfied”
- “Somewhat Dissatisfied”
- “Completely Dissatisfied”
- “I Hate Them”

Customers come to our facilities with expectations of 1) having their maintenance or repair services completed in a timely manner, 2) being treated with respect, 3) having the repairs completed in a competent manner and 4) paying a fair price for the service.

When we live up to those expectations, generally they are “Completely Satisfied”. That means we did our job. Aren’t we supposed to do our job? Is just doing our job enough? How about creating a new category called “WOW”?

Just doing our job is like getting a passing grade in school. You will graduate to the next level but how far will you go? WOW is the grade to strive for. It happens when we focus on the customer’s needs and desires with the intent of not meeting them but surpassing them! We clearly need to do this if we hope to continue to grow our business and retain our customers.

If we make the effort to WOW them each and every time, we stand a better chance of keeping them----not just through the ownership period but through the purchase and ownership of subsequent vehicles.

How do we WOW the customer? The most important thing is----you have to want to! If you show up for work with the intent of just doing the job, getting through the day and making it until the end of the week, do your customers and ownership a favor and stay home.

A “WOW” experience is doing everything within our power to make the experience better than the customer expected. We need to:

- Greet the customer like you are really glad they are here.
- Don’t just smile with your mouth but also with your personality.
- Respectfully review the customer’s concern and ensure you understand why they came in today. Make a commitment to them that you will personally help them with their needs (and do it).
- Keep the customer updated during the process.
- Complete the service sooner than expected.
- Ensure the quality of the service.
- Invoice the customer in a timely manner.
- Review the repair order in full detail with the customer to ensure they are comfortable with the service. Thank them for the opportunity to be their service consultant.
- Follow up personally after the visit to be sure all is well.

Sounds like a lot to do but it is just what needs to be done. If you WOW them today, chances are they will be back next visit to see YOU.