

Effective Appointment Interview Tips for Chrysler Dealerships

1. Be prepared with pen and paper to record the customer's information as they give it to you. Do not ask the customer for the information he/she has already given you such as their name, year, make, and model
2. When answering the phone that was transferred to your department say, "Thank you for holding, this is (give your full name), how may I help you?"
3. Ask, "Has this vehicle ever been here for service before?"
4. Verify/Obtain customer information (name, address, etc.); ask, "Do you still live on _____?"
5. Verify/Obtain contact information (phone numbers, email address, etc.); ask, "Is your home phone number _____?"
6. Ask, "Mr. /Mrs. Customer, approximately, how many miles are on this vehicle?"
7. Listen and document all concerns
8. Ask, "Has this vehicle been anywhere else for service since you were here last?"
9. Make every effort to satisfy customer's time and date requirements; ask, "Do you have a date and time in mind?" or "Is Thursday or Friday better for you?"
10. Consider using "odd" appointment times i.e. 8:11, 9:27, 1:14, etc.
11. Consider using terms other than "appointment" or "reservation"; (i.e. "Your write-up time is..." or "Your drop-off time is...")
12. Don't use acronyms in conversations with the customer (i.e. "VIP", "LOF", "FEA", "SOP" etc.)
13. Avoid using "about" and "worth of time" estimating; (i.e., "It's about \$30.00" or "It's an hour's worth of time")
14. Review the vehicle's service history
15. Talk (or plant the seed?) about required maintenance based on mileage and service history
16. Ask, "Is there anything else we could look at for you while your vehicle is here?"
17. Repeat back to the customer all of the items on the appointment; ask, "Do I have everything documented correctly?"
18. Ask customers coming in for maintenance (oil changes and scheduled maintenance) to bring their Chrysler Maintenance Log books in with them (or Owner's Manual/User Guide for 2010+ models)

19. Remind customers that remote starter and RKE issues require both sets of keys for repair
20. Set aside time right now with the customer for road testing of driveability, noise complaints and all comebacks: "Mr. /Mrs. Customer, when you drop your vehicle off, could you show us the rattle on a roadtest? We'll need a few extra minutes for that."
21. Ask, "How would you like me/us to contact you that day? I/we can phone you, email you or text message you; which would you prefer?"
22. Ask about alternate transportation: "Mr. /Mrs. Customer, when you drop your vehicle off on Monday morning at 8:11, will you be using our shuttle service?"
23. Create realistic expectations; tell them what will happen or what could happen before it happens so they will understand
24. If the vehicle has not been in for service before ask, "Do you know where we're located?" and "Do you know where the Service Department is located?"
25. Instruct the customer where to go and whom to see once they arrive at the dealership for their appointment i.e. "When you arrive at the dealership, please pull up to one of the service doors on the side of the building. The door will automatically go up. Then pull into the service drive and see one of our service advisors. They'd be glad to help you."
26. Discuss a service appointment reminder: "Mr. /Mrs. Customer, we always remind our customers a few days before their appointment; how would you like us to remind you? We can phone you, email you or text message you. Which would you prefer?"
27. Set the appointment (get a commitment ...) "So, I'll see you Monday morning at 8:11? (Wait for a response, "YES")...Great!"
28. Thank the customer for calling you (personalize it): "Thank you for giving me a call!"
29. Learn and use your DMS appointment system to the fullest
30. Run VIP and review (customer name, address, delivery date, warranty information, claim history, service contract information, open recalls, RRTs, Flashes, etc.); update any missing DMS information
31. Use pre-written repair orders; attach VIP and Vehicle Inspection Form
32. Send a copy of your next day's appointment schedule to the Parts Department by approximately 12:00 pm the day before
33. Contact customer at least 24 hours prior to their appointment date as a reminder (phone 'em, email 'em, text 'em as requested/agreed) Ask, "Is there anything else we could look at for you, while your vehicle is in for service?"