

## DEALERSHIP BEST PRACTICES

# ENGAGE CUSTOMERS DURING SERVICE TO FUEL SERVICE DEPARTMENT TRAFFIC

### WHY TAKE TIME TO ENGAGE IF THEY'RE ALREADY A CUSTOMER?

*It's all about building brand loyalty* - not to the make of car, but to your dealership. If customers feel that you're taking care of them, they'll return for complimentary maintenance. They'll return for repairs that fall outside of the warranty coverage. And finally, they'll return to purchase their next vehicle.

**Remember: Customers who service at your dealership are TWICE as likely to also REPURCHASE.**

Read the full article at:  
[PerformanceAdmin.com/  
blog/engage-customers-  
during-service](http://PerformanceAdmin.com/blog/engage-customers-during-service)

### 1 Talk to customers about their new vehicle and educate them on new-car technology.

During the first few months of vehicle ownership, questions will come up about how to use certain features. This makes the first service visit a prime opportunity for service advisors to jump in and educate customers on:

- How to work the climate control system
- How to use the hands-free navigation system functions
- How to connect bluetooth / make and receive phone calls via stereo

### 2 Educate customers about the services and products your dealership has to offer.

While customers wait:

- Send a concierge out with a tablet to make sure you have customer contact info up-to-date (this will ensure you can reach customers in the event of a recall or campaign).
- Use computerized signs to educate customers about the various service milestones on different makes and models of vehicles.
- Use interactive media to advertise maintenance specials, as well as sales on aftermarket parts and services.

### 3 Encourage interaction between the customer and the service technician.

Give the customer a comprehensive picture of what's going on with their vehicle, this will make them more likely to address maintenance items rather than letting them fall to the wayside. Here's how:

- Have the service advisor print out a multi-point inspection list and bring in the service technician to explain it.
- Have the technician walk your customer through everything that was done on that day's visit, and also go through any items that look like they'll need attention six months from now.