

Success Plan

The key to success with the ServiceIntelligence report is to become completely comfortable with the benefits that the ServiceIntelligence report provides and then to present the report clearly with every customer. That is why we recommend that you attend multiple ServiceIntelligence training sessions and include everyone in your shop.

By presenting the ServiceIntelligence report to every customer you'll quickly begin to identify the "Preferred Customers" in your database that can appreciate the level of service you have to offer. You can then use the ServiceIntelligence report to make a conscious effort to build your business with those targeted customers. Your long-term goal with these "Preferred Customers" is to use the report to service more of their family's vehicles - more often.



When ServiceIntelligence is presented with a helpful attitude, many customers will respond positively and buy the services – but some won't. For those that don't – it may be the opportunity to ask them about their future intentions for that specific vehicle, and to then listen carefully to their answer. Asking these types of direct questions in a sincere and non-threatening way will generally lead to a better relationship with the customer, and prevent you from spending too much time on a customer that may not fit your preferred customer profile. In cases where your conversation doesn't lead to additional sales, you may choose to educate your customer on Preventive Maintenance with the Consumer Reports article included in this package, or ask them if there is another family vehicle that would benefit from this approach.

Following are some examples of Sample Scripts and Best Practices for presenting the ServiceIntelligence product to your customers. We suggest that you read the Best Practices and memorize one of the scripts to "make it your own."

Sample Scripts

Version 1

Customer at The Front Counter - You and the Customer Have Time for a Conversation

_____ [use shop's name] is implementing new technology designed to service your vehicle before it breaks and therefore prevent major repairs. It's the same technology that large truck fleets use to track maintenance for their fleets and now _____ [use shop's name] is offering it to Preferred Customers to lower their vehicles' cost of ownership. Because of the high price of gas and your need to keep your vehicle on the road at the least possible cost, using fleet management tools to reduce these costs with preventive maintenance makes a lot of sense. I would like to take just a minute of your time to explain how our ServiceIntelligence report can save you money.

At The Counter - Customer Agrees to Review the Report

[Step to the customer's side of the counter] Great – First of all thank you for allowing us to service your vehicle since 199X – it appears that you've been here ____ times and it has been ____ miles since you were in last. This report is for your _____ [use vehicle description and customer's name]. I notice that you are driving about ____ miles per day and we are projecting that your current odometer reading is _____ miles. Does that sound about right?

By looking over the report you can see the items that we have previously serviced in the DUE NEXT and DUE NOW categories, including the mileage it was serviced and previous service dates. If you will let us inspect your vehicle at regular intervals we'll be able to continue to track what has and has not been serviced. This approach will allow you to maintain the resale value of your vehicle and get more miles out of your car.

I've also noticed that there are several important items in the NO SERVICE HISTORY category. Have any of the items listed here been done elsewhere or done by someone in your household? {Mark any items as service elsewhere and approximate date}.

We can only track services that are performed at our shop, so we'd like an opportunity to service all your vehicles needs so we can be aware of what was serviced and when. Most shops will perform maintenance based on the driving habits for the average driver which can lead to premature replacement of parts, or try to sell you \$1,000 in service when you only came in for an oil change. Since we track the preventive maintenance items individually and prioritize them for you we can spread your service over more visits, allowing you to budget and plan your vehicle's service.



Sample Scripts

Version 2

At The Counter - You or Customer Have no Time for a Conversation

Please take this complimentary Preferred Customer vehicle report with you and I'll answer any questions you might have when I call you back to discuss your original work requested [hand the report to the customer]. You'll notice the personalized report is based on your vehicle's service history and your specific driving habits. Our goal with this new personalized report is to save you money by servicing your vehicles before they break, so you avoid more expensive major repairs. We'll be doing a courtesy inspection of these systems and let you know what we find.

On the Phone Later

[Phone - Call Back] We found the source of your original issue and have created an estimate [Discuss Estimate]. Were you able to look over our new ServiceIntelligence report? You may have noticed that _____ are due for service. I've prioritized them by Safety, Progressive Wear or Damage if not corrected, and then items you should consider, but could be put-off if you needed to budget them for later. We can save you a return trip by letting our technician get started on them while your vehicle is at our shop.

[Customer declines] We've found that putting these services off too long generally leads to unexpected surprises down the road, so it's probably a good idea to get you on our schedule for next time so that we can ensure your safety. Would the same day of the week work for you say in _____ weeks? At that time you'll have _____ more miles, so you'll be glad when we take care of it before it becomes a bigger problem.

Scheduling the Next Appointment

Our objective is to keep you on the road at the least possible cost by doing lower cost services more often, and based on your specific driving habits. If we can get you on our calendar every three to four months, you'll end up spending less by avoiding major repairs, while getting higher quality service. We have your next appointment date here on your ServiceIntelligence report for your convenience and you'll notice that we have listed the items that should be inspected next time on your vehicle.

That's the way we prefer to do business- by taking a long-term interest in our customers and their vehicles. This is a fresh approach to vehicle service, and it provides us the ability to service all of your family's vehicles economically. Please let me know if your husband/wife's vehicle would benefit from this approach.