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10 Best Practices for Increasing Your Service Department's Customer Loyalty

Every customer interaction is an opportunity to build service loyalty—and in today's automotive retail marketplace, loyalty is king! Read on for the top best practices, formed from working with hundreds of service departments across the county.

1. Hire people who want to serve people, and whose behavior is welcoming and friendly with customers.
2. Work to achieve high employee morale—meet often with employees for buy-in and suggestions on working together toward better customer relationships.
3. Ensure that service advisors engage customers in the process to drive long-term customer relationships and loyalty.
4. Hold employees accountable—set clear expectations and do not accept mediocrity or shortcuts in the process or behavior.
5. Be a good coach—observe and provide feedback to improve employee performance through positive recognition and redirection of behavior.
6. Implement a service advisor walk-around process that focuses on taking care of each vehicle and customer's needs—make them part of the care of their car.
7. Ensure good reservation information that maximizes shop loading—set up a reservation process that includes use of the vehicle history and sets the customers' expectations.
8. Train the people making reservations—provide the knowledge and ensure the skills necessary to handle customer requests, look at vehicle history, and estimate the time necessary for the repair.
9. Ensure that your technicians are operating at high productivity and efficiency levels—measure their performance and use the information to identify actions for improvement.
10. Monitor technician work habits and performance—arriving on time, writing good stories, and operating as part of the team to contribute to success.

Get help implementing, and measuring these best practices for increasing customer loyalty! Contact us at **866-526-6156**, or visit us on-line at **www.wpex.com** for assistance.

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