

Hometown RV & Trailer Sales

Service Customer Handling Process

Appointment

- Phone greeting: "Thank you for calling Hometown RV Service my name is how may I help you?"
- Listen to the customer's concerns
- Determine skill required
- Review schedule for Technician availability
- Stay in control of the schedule by offering the customer a option of two days attempting to "balance" the work load equally each day
- Offer the customer the option of two drop off times to allow adequate time and attention during write up
- Ask if the customer has visited our Service Department before
- If not, obtain customer contact information and coach information
- Document the customer's concern(s) in the DMS
- Explain where the Service Department is located and where to drop off the unit
- Reconfirm the day, date and drop off time with the customer
- Follow up on "no-show" appointments and attempt to reschedule

Write-Up

- Greet customer with: "Welcome to Hometown RV my name is, and yours?"
- Determine if they have an appointment and obtain the appointment repair order
- Take the appointment repair order and customer back out to the coach
- Review, inspect or experience each of the customer's concern
- Take notice of any interior items that you can recommend to be repaired, replaced or upgraded
- Perform an exterior walk-around to inspect for damage or missing items
- Take notice of items to recommend such as; electric tongue jack or lend-a-hand assist handles

Hometown RV & Trailer Sales

- Present menu package to customer and explain the benefits of having the service performed
 - System Service Package
 - 6-month Service Package
- Provide a line-item estimate for each item listed on the repair order
- Price all items as a “job-price”. Never quote rates, flat rate times or parts separately
- Obtain approval from the customer to go ahead with the repair
- Provide the customer with a status update day and/or time and determine their preferred method of contact
- Give the customer a business card with the status day/time written on the back
- Generate a repair order and have the customer approve (okay)

Pricing

- All customer pay operations are to be priced as a job to include: labor, parts & shop supplies
- All estimates should be “padded” to cover incidentals and reduce call backs to customer for additional approval
- The flat rate time for the operation should be determined using the Labor Time Guide or the established price list
- The Labor Time Standard should be multiplied by a factor of 1.3. This will assist the Technician with non-billable time such as moving units, etc.
- The 1.3 multiplier may not apply to all operations such as maintenance or very frequent operations
- Do not use Technician punch times for pricing except for straight time operations
- Refer to the Labor Rate Sheet to determine the appropriate labor rate category for the operation
- Use the appropriate parts pricing code
- Determine shop supplies; 10% of labor sale amount up to \$50.00

Hometown RV & Trailer Sales

Job Status Tracking

- Use the Daily Job Status Tracking form to record and track all jobs in process
- This form provides a central location to view all jobs on-site and the status of those jobs
- Each job listed should show: waiting to be dispatched, has been dispatched, Technician # working on unit, job complete and customer contacted
- Status time and promise time must be recorded as well

Courtesy Inspection

- The Technician should also perform a thorough inspection of the unit exterior and interior to determine if there are any items that should be brought to the customer's attention while the unit is in the shop
- The Service Department should contact the customer to review any additional recommendation **after** diagnosing the customer's original concerns
- Normally these recommendations will be part of the Status Update call

Status Update – Customer follow up

- Every customer should be contacted, using their preferred method of contact prior to the agreed upon Status Update Time that was determined during write up
- A log sheet or record should be made to ensure all customers are being followed up on
- Any new estimates based upon the concern diagnosis, estimate updates or recommendations found during the inspection should take place with this Status Update
- When approvals are obtained to proceed, document the total estimate amount, person you spoke with, date and the time of day on the work order
- Should the customer decline any safety related work or recommendation, document on the repair order in the DMS system for future reference

Hometown RV & Trailer Sales

Delivery

- When repairs are complete and the repair order is ready to close the customer should be contacted to set up the delivery
- All charges should be reviewed with the customer over the phone
- A specific day & time to pick up their coach should be determined
- Explain to the customer that it is important to be prompt to enable you to have their coach easily accessible to hook up upon their arrival
- Once on site review the repair order and charges again
- Review any services that may be needed in the near future
- Thank the customer for their business and invite them to return

Service Lane Word Tracks Examples

To Improve Performance

Scheduling

- I have Tuesday the ___ or Thursday the ___ available, which day is the most convenient for you?
- Okay, Thursday the ___, how about either 7:45 or 9:00, which time works best for you?
- Sure, we can take you first thing just keep in mind that is our busiest time and I would hate to delay you.
- I will establish a Status Update contact Day/Time when you drop off to update you on the Status of your service.
- Let me review your personal information to ensure it is accurate and current.
- Approximately how many months since your last roof inspection?
- Are you experiencing any specific problems with any of the appliances because a LP Gas Check may not address your concern.
- The diagnostic charge for that concern is \$99.95. Should the cost of repairs exceed the diagnostic charge we will include the charge.

Write-Up

- Good morning/afternoon welcome to Hometown RV & Trailer Sales, my name is _____ and yours _____?
- Did you have a reservation with us today?
- Did you bring your coach in to have it serviced today?
- Let me restate your concern back to you to make sure I have a clear understanding.
- Take a moment to review that service menu while I take a quick look at your coach and obtain some additional information.
- You know that roof reseal service is a lot less than having to repair any water damage that could happen if left unattended.
- We can perform that maintenance service and still have your coach back to you at the agreed upon date.

- I can tell by reviewing your service history that you have regular maintenance performed on your RV. At this time & age you should have _____ performed.
- In looking at your service history I do not see where you have had _____ maintenance service performed. Are you having your maintenance performed elsewhere?
- We share the pride you have in your RV and would like to properly maintain it for you.
- With your permission we can perform a Multi Point Inspection of your RV today for no-charge.
- I understand that you use your RV for major trips and that it is very important to you. It is also very important to properly maintain it.
- So you're going on trip, let's take a look at your service history and scheduled maintenance to help ensure a trouble free journey.

Quotes-(verbal)

- The price for having that repair performed is \$292.55, plus sales tax. Do I have your permission to proceed?
- Would you like to pre-authorize an amount up to \$200.00 for that repair at this time? (may not be applicable in all states)

Status

- I should have your concern diagnosed by 2:00 Thursday, what is your preferred method of contact?
- Should I be unable to reach you for authorization it could delay the repairs to your RV.

Resolving Customer Concerns

- I understand how you feel. I would feel the same way.
- I have felt the same way you feel in a similar circumstance.
- I have found that if we try _____ (this) or _____ (that) we can usually find the problem.

Delivery

- I wanted to contact you to review the repairs and charges to your trailer and to set up a time to deliver it back to you.
- When you arrive at the dealership this afternoon be sure to see me so I can review the repairs/services and answer any questions that you might have.
- The next service you have due is the _____ service. Just give me a call when the time comes so we can get you on the schedule.
- Thank you for your business, we appreciate it. Please come back to see us.

Service Road to the Sale

12 - Step

Quick Reference

- 1* **Acknowledge all arriving customers** – head nod, wave, make eye contact
- 2* **Proactive & Positive Meeting** – positive body language and facial expression, smile
- 3* **Friendly & Welcoming Greeting** – “Welcome to Hometown RV, my name is ... and yours?”
- 4* **Listen for and Determine the Prime Item** – ask probing questions to get a clear understanding of the customer’s concern(s)
- 5* **Restate the Prime Item to the Customer** – make sure that they understand that you understand
- 6* **Perform a Walk Around Inspection** – damage, missing items and recommendations
- 7* **Present Scheduled Maintenance** – and/or declined service from past visits
- 8* **Offer Multi Point Inspection** – no charge, visual inspection of RV
- 9* **Provide Line Item Estimate** – total job price for line item on the repair order
- 10* **Document all Declinations** – create a quick operation code, entered into customer’s history
- 11* **Establish Status Contact** – day, date, time and preferred method of contact
- 12* **Obtain Customer Authorization** – have the customer okay the repair order