



INNOVATION. STRATEGY. SOLUTIONS.

Transformational Customer Service

The best customer experience produces the best business results!

The competitive factor differentiating one brand from another is dealership loyalty which is dictated by employee - customer interactions. In order to achieve dealership loyalty with our customer base, dealer organizations must answer two questions: Where do you want your dealership to be positioned on the customer service continuum? Are you willing to do what is necessary to take the dealership to where it needs to go?

To exceed customer expectations, employees must realize they are in the people business. High performing dealer organizations want customers to be proud of their service level and be the customers' dealership of choice. Exemplary customer service doesn't just happen, the dealership must focus on creating an exemplary customer service culture. The first and most important step to delivering excellent customer service is to realize that it is a never-ending process of continuous improvement.



What We Offer

Through this one day, (6 hour) program created specifically for dealership parts, sales, service and other customer facing areas of the dealership, we will demonstrate how to provide exceptional customer service and generate greater sales with proven methods that are practical and effective.



How You Benefit

Dealership personnel learn how to increase overall customer satisfaction while growing organizational business. You will leave with proven skills to generate more of your own repeat and referral traffic every day in your dealership. You get an immediate spike in sales, keep your loyal clients for another ownership cycle, and maximize after-market business by keeping your customers coming back.

The Transformational Customer Service course is designed to introduce the comprehensive elements of the customer service culture. Transformational customer service has three elements:

- Customer service begins with the employees' attitudes
- Managing the key-moments-of truth
- Customer service management systems

Personal Culture:

- Understanding the circle of influence
- Exhibit a willingness to exert elite customer service performance
- Exceeding customer expectations
- Attitude control
- Top down change produces bottom up commitment
- Mindset for personal and organizational continuous improvement and the psychology of change

Key Customer Service Moments-of-Truth:

- Key customer service moments-of-truth defined
- Customer service moments-of-truth are critical
- How to be implement
- Key moments-of-truth model

Customer Service Management Systems:

- Importance of customer service systems
- Customer service systems
- Utilizing existing systems
- From concept to action



Who Should Attend?

All areas of the dealership that are customer facing can benefit greatly from this course whether a Owner, manager or frontline personnel.

We do note that top-down change produces bottom up commitment, thus it's important to have owners and or managers attend as well.

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