

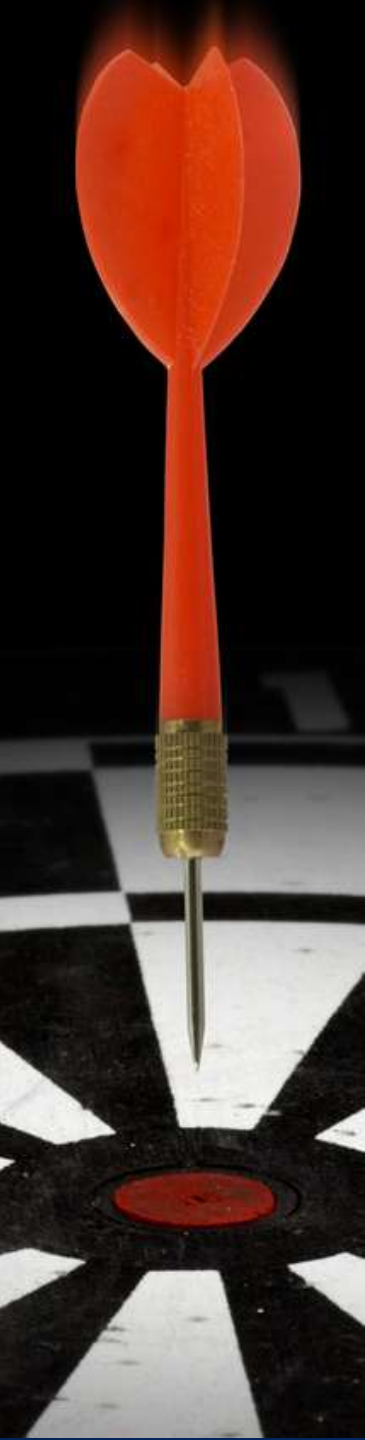


Quality Assurance Automotive Solutions

Customer Retention
Experts



Phone. Mail. Email. Custom Direct.



CSI and SSI Solutions

Mission...Method...Measure

- Much like *QA*'s approach to marketing, we begin our CSI/SSI follow up process by defining the mission or purpose of the calls

*Traditionally this Mission is to
Increase the Dealership's CSI Score
with the manufacturer.*



Auto Dealership CRM Solutions

Quality Assurance

Method

CSI and SSI Solutions

- Next we determine the method needed in order to achieve your CSI Goals.
- We begin by using our proven approach to great CSI scores.



Auto Dealership CRM Solutions

Quality Assurance

Method Highlights



- We use an In-house approach to follow-up phone calls with a focus on the manufacturer's survey and concern resolution.
- We assign one caller to your account, providing us with accountability and insight into your dealership's culture.
- Our callers have higher education degrees and have experience as industry professionals.



Auto Dealership CRM Solutions

Quality Assurance

QUALITY ASSURANCE

Method Highlights



- Your call script is 100% customizable.
- We will make up to 6 attempts to contact your customer.
- You pay per contact. If we don't talk to the customer you don't pay...we will leave a message for free.



Auto Dealership CRM Solutions

Quality Assurance

Method Highlights



- Customer concerns a.k.a. “hotspots” are sent to the dealership employees immediately via our on-line email system.
- Follow up warranty mailers can be just the “push” you need in order to get more returned factory surveys.

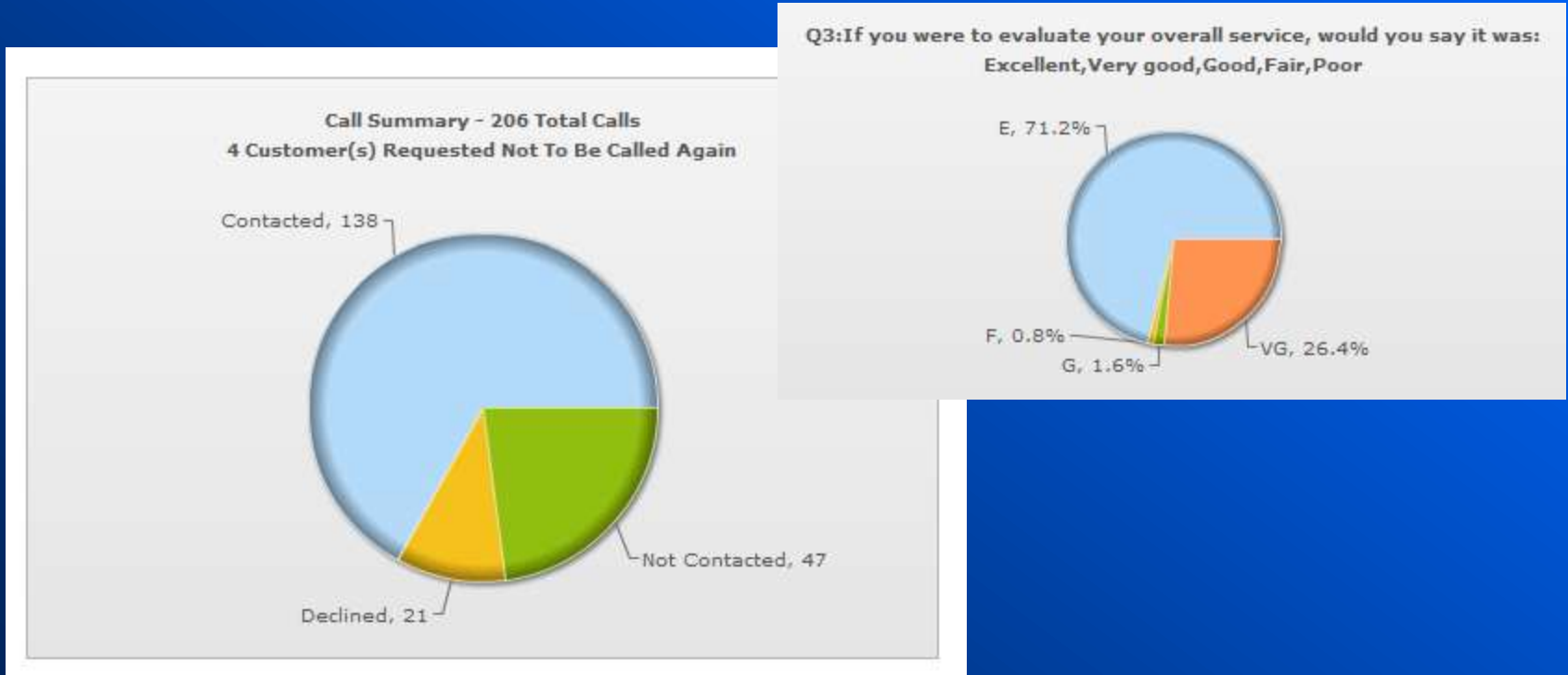


Auto Dealership CRM Solutions

Quality Assurance Automotive Solutions

Measure Results/Reporting

- Flexible reporting via our eCRM solution website. We offer reporting for all levels of management to ensure maximum customer satisfaction and retention.





Auto Dealership CRM Solutions

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Measure Results/Reporting

- HotSpot Resolution will be key to improving CSI scores. So this has to be a combined effort.

JOAN TOBIS
TOM
Homephone: 515-225-7224
Workphone: 515-491-4342
Cellphone: 515-491-4342
CLOSEDATE: 2012-06-11
Call Completed: Thu Jun 14th 02:37 PM

Q1: Did we correct all of your service concerns? - Y
Q3: If you were to evaluate your overall service, would you say it was: - VG
Q4: Concern code: - 2
Comments: THE WORK WAS GOOD BUT THEY GOT THE INTERIOR DIRTY WITH GREASY HANDS & THOUGHT THEY WOULD HAVE TAKEN BETTER CARE
Dealer Comments:

[Print](#) [Email](#) [Add/Edit Comments](#) [Resolve](#)

DOUGLAS KLOSTERMAN
RITA LYNNE KLOSTERMAN
Homephone: 515-964-4414
Workphone: 515-286-4085
Cellphone: 515-321-7860
INVOICEDATE: 2012-06-12
Call Completed: Thu Jun 14th 08:58 AM

2011 CADILLAC SRX
RO: 652316
SANO: 97569
TECH: 450
CUSTNO: 112128
VIN: 3GYFNDEY3B5675672
Services Done: PRE-PAID LOF PRE-PAID ROTATION
MULTI-POINT INSPECT

Q1: Did we correct all of your service concerns? - N
Q2: Not fixed, Why? - 5
Comments: WILL BE COMING BACK IN WITH A NEW PROBLEM THAT HE SAYS WAS CREATED BY THEM WORKING ON IT
Dealer Comments:

[Print](#) [Email](#) [Add/Edit Comments](#) [Resolve](#)



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Sample Service Script

Hi, is <<Customer's First Name>> available?

I am calling for/behalf of <<dealership>>.
It looks like you recently had your <<Model>> in for service.

Q1: Did we correct your service concerns during this visit? Y/N

**Q1B: Why Not Fixed: 1. Parts 2. Couldn't duplicate 3. Repeat repair
4. New problem found 5. Other**

Q2: How would you rate your overall service experience?

Excellent/Very Good/Good/Fair or Poor

Or

Completely Satisfied/Satisfied or Dissatisfied

Q3: Would you feel comfortable recommending our dealership to family or friends? Y/N

Q4: Do you have any concerns or suggestions that I could pass along to the manager? Comments box

CC: Concern coding – 1. Billing/cost issue 2. Unclean vehicle 3. Took too long 4. Wrong est. 5. Not ready when promised 6. No status call/not kept up to date 7. Sales related issue 8. Treated poorly or doesn't trust 9. Miscommunication 10. Cashier Issues 11. Multiple visits to fix 12. Paperwork issues

You may be receiving a survey in the mail from the manufacturer. It is really important to us to hear from our completely satisfied customers and customers who responded "Excellent". If you got the survey in the mail or email, would you feel comfortable filling that out for us? Great! We really appreciate that. Have a great day/afternoon/evening.



Auto Dealership CRM Solutions

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Sample Sales Script

Hi, is <<Customer's First Name>> available?

I am calling for/behalf of <<dealership>>.
It looks like you recently purchased a <<make>> <<model>>

Q1: Are you enjoying your new vehicle? Y/N

**Q2: Overall how would you rate the entire sales experience would you say it was Excellent, Very Good, Good, Fair or Poor?
Or
Completely Satisfied/Satisfied or Dissatisfied**

Q3: Would you feel comfortable recommending our dealership to family or friends? Y/N

Q4: Did you have any comments, concerns or questions that I could pass along to our Management team?

Code the concern for tracking:

1.Unhappy with business mgr or finance,2.Unhappy with salesperson,3.Price/negotiations/trade in/interest rate issues,4.Condition of vehicle-Dirty/scratches/etc,5.No gas in vehicle,6.Pressured to buy,7.Took too long,8.Treated poorly,9.Waiting on key/manual/lic plates/other,10.Vehicle not working properly.

Document all Comments from Customer

Positive response: I am so glad you were Completely Satisfied with the experience at our dealership. Before I let you go, I do need to ask a favor, Soon the factory will be EMAILING or MAILING you a survey about this purchase. Would you feel comfortable filling that out for us with your same EXCELLENT/Completely Satisfied response?

*******GREAT!*******

We especially need to hear from our customers who said we did an EXCELLENT/ Completely Satisfied job because the factory considers anything less than EXCELENT/ Completely Satisfied as a FAILING score. ***Thank you so much for your time and business! *******



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Sample Follow-up Letter

customer_name
customer_address
customer_city, customer_state customer_zip



500 East Bismarck Expressway
Bismarck, ND 58502

701-222-3500

customer_name
customer_address
customer_city, customer_state customer_zip

customer_name,

I wanted to thank you for your recent visit to our dealership. We truly appreciate your business!

At Eide Ford, we are committed to delivering EXCELLENT service, and nothing less.

You may be receiving a survey from Ford soon, which provides a valuable opportunity for me to track your feedback. This survey is our personal report card, and I sincerely appreciate hearing from our happy customers!

If for any reason you are unable to mark all the survey boxes as excellent, please call me at 701.222.3500.

Thank you again,

Dave Danielson



www.EideFord.com



Thanks for your business!



Metropolitan

 12790 Plaza Drive
 Eden Prairie, MN 55334

SERVICE HOURS:
 Mon - Fri • 7:00 am - 6:00 pm
 Saturday • 8:00 am - 4:30 pm

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www.MetropolitanFord.com

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 U.S. POSTAGE
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 952-943-9000
www.MetropolitanFord.com

Dear <customer_name>,

Thank you for choosing <dealership> for your recent service visit. I am writing to make sure that <advisor> and the rest of our staff did everything possible to be sure that you were completely satisfied with your experience. If for any reason you were NOT completely satisfied please call me personally at <phone> or e-mail me at <email> and let me know how I can help. (any correspondence can be kept confidential if you wish)

Best Regards,
 <service_manager>

P.S. If you are completely satisfied and happen to be chosen by <3> to receive a survey regarding your experience with <advisor>, I know he/she would appreciate it if you would send it in.

THANK YOU

\$5⁰⁰ OFF

OIL AND FILTER CHANGE

Cannot combine offers. Valid only at Metropolitan Ford. Must present coupon at time of write-up. Coupon applies 03/09/11



“If we are not customer driven, nor will our cars be.” Henry Ford

Call us today

218-205-1832 or 218-736-5247

Email: emily@qaecrm.com