

Keep Customer Informed Checklist

The objective of the Keeping the Customer Informed is to **Exchange Information** with **Empathy**. Uncertainty about the amount of work, time required, and cost can be very stressful for customers. Not receiving timely updates just adds to their stress and uncertainty.

Whether the customer is waiting or dropped off the vehicle, they should not ever have to contact you or wonder about the status of their vehicle. With so many methods of communication available, there is no excuse for not keeping them updated throughout the repair process.

Use the checklist below to remember how to Keep your customer Informed.

<input checked="" type="checkbox"/> ACTION	EXAMPLES
<input type="checkbox"/> Contract with the customer about how and when you will provide updates on their vehicle	<p>Make sure that you have email, mobile phone, work phone, etc. before the customer leaves your work area</p> <p>Even if the customer will be waiting in your lounge, it may prove helpful to be able to text an update</p> <p>Tell them when you expect the job to be done and when you expect to provide updates – then do it</p>
<input type="checkbox"/> Contact the customer before the work is complete at least once	<p>A simple message that the vehicle is progressing is helpful</p> <p>If anything surfaces that will add time to the work, contact the customer as soon as possible and provide an estimated amount of additional time</p>
<input type="checkbox"/> Contact the customer when the work is complete	<p>If the customer is in the lounge, bring the invoice with you and share the results and total bill before escorting them to cashier</p> <p>If the customer is off-site, contact them via the preferred method that you agreed to earlier and provide all the details of the work</p>

Want more detailed help with these concepts? Call DealerBoost at 512.507.9882 or send an email to support@dealer-boost.com to find out about our in-person coaching services.