

Service Excellence Series

Service Excellence addresses the fundamental skills needed to *maximize* customer relationship building through effective processes and communication of various forms. These skills are critical for Service BDC and entry level Service Advisors who depend on opportunity conversions and appointments that show – whether by phone or electronically. This Series addresses overall appointment conversion strategies for: Incoming Service Calls, First Service Visit Scheduling, Declined Service follow-up, Special Order Parts, Recall campaigns, and Service Visit follow-up to name a few. Once these skills are honed and mastered, rest assured increased revenue will follow.

SE100	Effective Communication	Learn how to effectively communicate to customers and develop a skill that can turn potentially negative situations into life-long business relationships.
SE101	The Concierge Experience	Build a stronger understanding of the service experience you provide through the eyes of the customer. Learn processes that foster more meaningful and productive business conversations.
SE102	The Appointment Cycle	Learn how to increase scheduled, on-time shows, and customer-pay opportunity process for a 30% gain in daily service appointments.
SE103	Service First Touch	There is a more effective way to schedule your first-time service opportunities. Learn how to increase conversions from sales-to-service by implementing a proven strategy.
SE104	Inbound Opportunities	Gain skills and a better understanding of where and how your inbound opportunities come to your department and how to improve your individual and teams performance.
SE105	Outbound Opportunities I	Implement effective follow-up strategies for service visits, no-shows and declined service opportunities.
SE106	Outbound Opportunities II	Proven follow-up contact strategies for “Defectors” and “Haven’t visited in a while customers” that can increase daily service revenue.
SE107	Complaint Resolution	Implement a customer-centric complaint resolution process for your entire dealership. Learn how to address complaint situations and convert them into customer-for-life scenarios.
SE108	Digital Engagement	Discover new ways to engage and communicate with customers using technology – ways that better resemble how customers prefer to interact with your service department.