



Client Services Overview

On this site you will find detailed information about the services offered by Automotive Retailing Resources. Please look over the individual links, and call us to find out how these services can fit the specific needs of your dealership.

- ❏ **CSI - Customer Satisfaction Consulting**
 - Customer Satisfaction Improvement Analysis and Recommendations
- ❏ **Service Department Consulting**
 - Profitability and Efficiency Analysis and Recommendations
- ❏ **Employee Training**
 - Dealership Telephone Training:
 - New and Used Vehicle Salesperson Telephone Training
 - Service Advisor, Body Shop and Parts Telephone Training
 - Receptionist/Switchboard Operator Telephone Training
 - Sales & CSI Training for Service Management and Advisors
- ❏ **PULSE - Employee Satisfaction Index (ESI)**
 - Employee Satisfaction Analysis and Recommendations
- ❏ **ProShop - Mystery Shopping Service**
 - Showroom, Service, Body Shop and Parts Department In-Dealership Mystery Shopping
- ❏ **PhonePro - Telephone Mystery Shopping Service**
 - Showroom, Service, Body Shop and Parts Department Telephone Mystery Shopping on Compact Disc with an Optional Series of Scored Reports
- ❏ **Customer Care - Telephone Follow-up**
 - Customer Satisfaction Telephone Follow-up (New/Used Car Sales and Service/Body Shop)
 - Showroom Vehicle Buyer and Non-Buyer Telephone Surveys
- ❏ **Professional Dealership Publications**
 - Company Policy and Employee Handbooks (160 subjects)
 - 71 Customized Automobile Dealer Job Descriptions
 - Personnel Policy Training Manual for Managers
 - Professional Telephone Communications Training Manual
 - Cultivating Phone-Ups Training Manual
 - Vehicle Sales Phone Prospecting Training Manual



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