



- ✓ Are you happy with your CSI rating?
- ✓ Have you been denied additional franchises due to low CSI?
- ✓ Are you missing out on factory CSI incentive money?
- ✓ Is your employee morale affecting your CSI?
- ✓ Are you “impressing customers” or just trying to satisfy them?

If dealerships are to attract new customers and retain old ones, it is not good enough to just satisfy customers today—they expect that. Dealership employees must learn how to impress customers, making their experiences at the dealership memorable.

Automotive Retailing Resources spends five days performing CSI consulting services to help dealers focus their staff on “impressing” customers, building teamwork, “empowering” front line employees, thus achieving CSI excellence and greater owner loyalty. We identify and target ten critical areas, prepare a CSI Action Plan and get management staff commitments for implementation. This is all a part of our comprehensive written report, **Dealership CSI Analysis and Recommendations**, provided at the conclusion of our study. Our experience has proven that when these ten key recommendations are correctly implemented by the dealership management, personally supported by the dealer/General Manager and followed by all employees, they will generate the CSI

## CSI – Customer Satisfaction Consulting

results needed to increase needed owner loyalty. In addition, we monitor monthly sales, service and parts CSI performance and conduct 90-day follow-ups to assure results. CSI Analysis includes:

- 🚗 Sending showroom mystery shoppers into the dealership the week before our 5-day analysis to evaluate the comfort level and thoroughness of the buying process, with detailed reports for management review.
- 🚗 An analysis covering every aspect of dealer operation that can have an impact on Customer Satisfaction - from facilities, operating procedures to creative pay plans - from employee motivation and development to marketing - establishing needed efficiency, especially for mega-dealer operations.

- Raise factory CSI to new heights.
- Establish customer handling standards of professionalism.
- Improve employee relations and reduce turnover.
- Attract new customers and increase customer loyalty.
- Establish systems and pay plans for ongoing results.

- 🚗 Conducting an employee attitude survey, the foundation for high CSI. If your dealership employee morale level is not over “80” you need to know about it and act before any CSI improvement can be made.
- 🚗 Our approach includes methods for increasing Customer Satisfaction, sales, service and parts profit, giving the dealership the step-by-step guidance needed to put our recommendations into effect and further your business. Our recommendations are customized to your operation.
- 🚗 We provide an evening service advisor training session on how to “impress service customers” both in the service drive and on the phone.
- 🚗 We address your sales staff to help make them more sensitive to customers and the benefits of maintaining loyal clientele.
- 🚗 We establish a 10-part CSI Action Plan for dealership management to follow to achieve “Excellence in Customer Satisfaction.”
- 🚗 We regularly follow-up to monitor the dealership CSI rating and coach dealership management on their progress to fulfill the CSI Action Plan commitments they made.
- 🚗 We re-visit the dealership as necessary to proceed to the next plateau in customer satisfaction.

Improving customer satisfaction, sales, service/parts profitability and employee professionalism takes commitment, but it is both possible and a practical solution to meet your goals. Is your customer satisfaction rating high enough to feature in your advertising and promotions? Is it at a level that wins you the extra franchises, earn factory CSI incentive money and other benefits that manufacturers now award top-rated dealers? And is your *informal* rating - your reputation in the Community high enough to attract new customers, and bring them back to the dealership?



**W.C. SMITH  
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## PARTIAL LISTING OF CSI CLIENTS

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**Autobahn Motorcars (8 Locations)**, Fort Worth, TX, John Chase, President, (800) 433-5602  
**Autohaus Tisher (Honda & VW)**, Laurel, Md. Randy Helman, General Manager, (301) 498-7400  
**BMW of North America, Inc.**, Woodcliff Lake, NJ, Lou Provato, Manager Performance Development (800) 442-3550  
**Borton Volvo**, Minneapolis, MN, Kjell Bergh, President, (800) 423-9685  
**Brown's Arlington Honda**, Arlington, VA, Steve Howell, President, (703) 522-8808  
**Courtesy Mitsubishi/Hyundai/Isuzu**, Mesquite, TX, Ron Kutz, President, (214) 231-2600  
**Dyer & Dyer Volvo**, Chamblee, GA, Richard Dyer, President, (770) 452-0077  
**Fair Oaks Dodge**, Fairfax, VA, Larry Pateros, President, (703) 385-3500  
**The Griffith Organization (14 Locations)**, Baltimore, MD, L. Caulk, Vice Pres., (410) 337-2999  
**Habberstad BMW- Mini**, Huntington Station, NY, Erik Habberstad, President, (631) 271-7177  
**Hanson Motors (Mitsubishi/VW/Subaru)**, Olympia, WA, Steve Hanson, President, (206) 943-2120  
**Herb Chambers Mitsubishi**, Hartford, CT, Joe Caldrello, General Manager, (203) 525-8500  
**Jack Evans Chevrolet - Cadillac**, Front Royal, VA, John Evans, President (800) 532-4389  
**Jennings Chev-Cad**, Chambersburg, Pa, Skip Jennings – President (800) 296-8025  
**Karp Volvo, Inc.**, Rockville Center, NY, David Karp, President, (516) 764-4242  
**Land Rover Rockville**, Rockville, Maryland, Brad Helms – Co-Owner, (301) 294-0117  
**Leader Lincoln-Mercury**, St. Louis, MO, Jesse Morrow, President, (314) 487-3900  
**McKevitt Volvo-Nissan**, Berkeley, CA, Jory Hite, Vice President, (510) 848-2206  
**Mitsubishi Motor Sales of America**, Cypress, CA, T. Townsend, Consumer Relations, (714) 372-6386  
**National Automobile Dealers Association**, McLean, VA, Jack O'Neill, Dealer 20 Group Service Consultant, (800) 252-NADA  
**Ourisman Automotive Enterprises**, Marlow Heights, MD, M. J. Ourisman, Chair, (301) 423-4000  
**Pulliam Ford**, Columbia, South Carolina, Harold Wray, Vice President, (803) 254-4000  
**Regency Mitsubishi**, Jackson, MS, Keith Curtis, General Manager, (601) 353-6600  
**Rockville Mitsubishi**, Rockville, MD, John Dunzweiler, General Manager, (301) 340-3100  
**Rosenthal Automotive (9 Locations)**, Arlington, VA, Don Bavely, COO, (703) 553-4300  
**San Diego Volvo**, San Diego, CA, Wes Hinkle, President, (619) 279-9700  
**Southlake Mitsubishi**, Morrow, GA, Mac Bickerstaff, President, (770) 968-3400  
**Town North Mitsubishi**, Austin Texas, Randy Ross, General Manager, (512) 451-7411  
**Turan-Foley Mitsubishi**, Gulfport, MS, Harmon Turan, President, (601) 864-7500  
**Village Volvo-Saab**, Bel Air, MD, Mike Martino, President, (410) 879-3400  
**The Volvo Store**, Winter Park, FL, Billy Dingman, President, (800) 226-4224  
**Volvo Cars of North America**, Western Region, Irvine, CA, Mitch Duncan, (714) 753-9535  
**Volvo & Mazda Village**, Clearwater, FL, Ron Mueller, President, (813) 530-0602

# CSI – Customer Satisfaction Consulting

## SATISFIED CSI CLIENT TESTIMONIALS

*"We called upon Automotive Retailing Resources to help us improve our overall corporate CSI rating as a means of retaining our large owner base and attracting new buyers to our 20 franchises. Wally Smith spent a week in our four largest dealerships (import) pinpointing key areas critical to CSI excellence, helped us establish incentive pay plans and procedures, trained our sales and service personnel for maximum employee and customer loyalty."*

**Mr. Dick Patterson, Chief Operating Officer**  
**Rosenthal Automotive Organization, Arlington, Virginia**

*"Wally Smith analyzed our complete sales and service operation, surveyed our 200 employees and interviewed some of our customers. He provided a simple, systematic, creative approach for CSI improvement which we followed. He also trained our sales and service personnel on how to IMPRESS customers. Within just three short months, our CSI increased from 10th place in our district to FIRST PLACE. His proven background and our remarkable results make him an expert with dealer CSI improvement."*

**Mr. Elliott Packer, President**  
**Al Packer Ford and Lincoln-Mercury, Baltimore, Maryland.**

*"Wally Smith has been working with our organization for over a year. During that time, our CSI improved dramatically - from 36th (of 42 Volvo dealers in the southeast) to 21st in Showroom Satisfaction and from 23rd to 9th in Service Satisfaction. Wally's assistance was invaluable in implementing programs, procedures and staff training to improve customer satisfaction through greater employee satisfaction (ESI). Wally has excellent motivational skills that were instrumental in keeping my managers focused on their goals. I would recommend Wally Smith's program to any dealer who is seriously looking for CSI improvement. Feel free to call me."*

**Mr. Richard S. Dyer, President**  
**Dyer & Dyer Volvo, Atlanta, Georgia**

**Call (301) 498-5075 to see how our checklist can deliver solutions for you.**



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