

Customer Care - Telephone Follow-up

If your dealership has a 20% show room closing ratio, what are the experiences of the 80% who walk out and do not buy? Our "Customer Care" show room non-buyer survey will disclose your selling strengths and weaknesses and re-direct prospects back to you who are still in the market, even when the salesperson may have (or may not have) followed up. ARR has re-directed an average of 34% of the show room non-buyer prospects back to our clients (via same day fax) for further contact and selling effort. ARR will also provide you with individual non-buyer survey reports, a monthly summary of your show room selling strengths and weaknesses, monthly trend analysis, along with our consulting advice for improvement.

- ✓ How much is customer loyalty worth to you?
- ✓ Do you really get an unbiased reading on your customers?
- ✓ Are you aware how customers with problems can affect your factory CSI?
- ✓ Does your sales and service follow-up effort provide detailed performance reports?

Are you demonstrating personal customer attention by calling *all* vehicle buyers and service customers to express appreciation for their business? Do you get a reading on their shopping, purchase, delivery or service experience and attempt to resolve any lurking problems before it effects your customer loyalty?

Sales and service telephone follow-up is a proven, positive method to thank customers for their business, and act as damage control. It has been proven to increase customer loyalty and factory CSI ratings, but basically it's just good business!

The Automotive Retailing Resources "Customer Care" sales and service telephone follow-up program, which also includes our consulting advice, can assist in improving your image and professional consistency.

Customer Care Follow-up Service Includes:

- ☞ Customizing the follow-up criteria to the dealership's concerns and needs for:
 - New/Used Vehicle Buyer Customer Satisfaction
 - New/Used Vehicle Non-Buyer Follow-Up
- ☞ Receive vehicle buyer or non-buyer computer listings and/or service repair orders from the dealership via fax or e-mail.

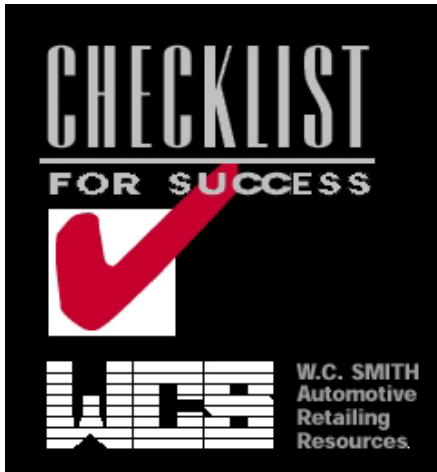
- Gain insights from the customer's experience at your dealership.
- Recapture viable prospects who are still in the market.
- Gather customer suggestions to improve your sales and service techniques.

- ☞ Have trained calling professionals make telephone follow-up calls and record the responses on a computer to generate detailed scored reports, dealership summaries and trend analyses.
- ☞ Forward to the dealer same day via fax or e-mail, vehicle buyer and service customer serious complaints, as well as vehicle non-buyers who are still in the market for additional selling effort.
- ☞ Deliver the information to the dealership for review and provide expert consulting advice for improvement.



W.C. SMITH
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SATISFIED "CUSTOMER CARE" CLIENT TESTIMONIALS

"Customer Care has been an excellent tool to monitor our service employee performance and customer satisfaction at our highline store. Wally Smith comes in to deliver our service customer follow-up reports each week and sits down to review them in detail with me and my service manager. He also gives us his expert consulting advice and coaches our staff accordingly. Within two months, our average factory CSI score improved from 86 to 94."

Mr. Jim Burns, General Manager
Rosenthal Infiniti, Tysons Corner, Virginia

"We asked Automotive Retailing Resources to perform used car sales follow-up calls. Wally Smith's detailed reports enabled us to pinpoint trends needing improvement. Wally's Customer Care program is definitely an effective tool for management, and it also keeps our sales staff sharp and more aware of their actions."

Alex Macatuno, Used Car Manager
American Service Center, Arlington, Virginia

"Automotive Retailing Resources performs showroom non-buyer follow-up calls for our 17 locations in the Baltimore, Washington and Richmond metro areas. His detailed reports enabled us to pinpoint trends needing improvement with customer treatment in the showroom, it monitors our selling system and is used in our training curriculum. He immediately faxes us prospects that are still in the market to continue our vehicle sales pursuit."

Frank Cutera, President
Mid-Atlantic Cars (Brown's 17 locations), Fairfax, Virginia

PARTIAL LISTING OF CUSTOMER CARE CLIENTS

- American Service Center (Mercedes-Benz),** Arlington, VA, Alex Macatuna, Used Car Manager, Stan Rodia, (703) 525-2100
- Hersons Honda,** Rockville, MD, John Shamonsky, Service Director, (301) 279-8600
- Luskar Automotive (3 Lustine Locations),** Hyattsville, MD, Lou Kairys, Presi., (301) 927-7200
- Mid-Atlantic Cars (Brown's 17 Locations),** Fairfax, VA, Danny Legge, President, (703) 352-5555
- Rockville Mitsubishi,** Rockville, MD, Mike DeProspero, Service Manager, (301) 340-3100
- Rosenthal Infiniti,** Tysons Corner, VA, Jim Burns, General Manager, (703) 556-6900
- Hayes-Ligon Corporation,** Rockville, MD, Steves Hayes, President, (800) 523-8477
- Herson's Body Shop,** Rockville, MD, Steve Flint, Manager, (301) 762-8150
- Redland Automotive,** Rockville, MD, George Lane, Manager, (301) 330-1880

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



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