

OS N°1 : BOOKING THE APPOINTMENT

Tool : Booking - Detailed phone script

Responsible: Booking Operator/ Service Advisor

The Essential

- Greet the Customer with professionalism, courtesy and empathy.
- Complete, update or correct the Customer file by collecting mobile phone number and email address, as well as the mileage of the vehicle and Privacy consents, to better inform the Customer about future maintenance.
- Identify the vehicle of the Customer to professionalize the reception: accurate estimates, access to maintenance plan, etc.
- The double proposal (two slots proposal) allows you to spread out your appointments and control your schedule.
- Regardless of the Warranty coverage, a mobility solution must always be proposed to every Customer during the work performed on his vehicle (such as a loaner car, a rental car, a taxi, the Pick-up & Delivery service or even public transportation...). According to the Maserati policy, it can be proposed for free or at Customer charge.
- Make sure to keep 15 minutes free per hour (or 30 minutes every 2 hours) as a buffer per each Service Advisor (to do preliminary operations, receive unbooked Customers, inform the Customer about the progress of the works, execute Follow-up calls ...)
- Remember to stay on track with the Agenda to limit Customers' waiting time and ensure they are immediately served.
- In case of workshop return, take charge of the vehicle as quickly as possible to preserve Customer satisfaction, and identify the appointment as a workshop return in the reception schedule

TELEPHONE HOME

- « Maserati xxxx (*Dealership city, operator name*, Good Morning/Afternoon... " »

COLLECT CUSTOMER AND VEHICLE INFORMATION

- 🗨 « Could you please tell me your first and last names and your vehicle registration, ... please? »
- 🗨 "Can I check with you your contact information? "
- 🗨 "Your mobile phone number is ...? / Do you have a cell phone number that I can reach? "
- 🗨 « Is your email address « » correct ? / Could you please give me your email address? "
- 🗨 "Is your vehicle a [Maserati] [Model]? / What is the model of your vehicle? "

IDENTIFY CALL REASON

- 🗨 « For what kind of intervention would it be Mrs. X/Mr. Y? »

If the Customer raises a technical issue, please refer to the PRE DIANOSIS CHECK LIST to better identify the root cause with the Customer.

In case of **Workshop Return**

- 🗨 "I understand, we're going to make an appointment right away."

Explain to the Customer that his request will be dealt with as a matter of priority and that his vehicle will be controlled by the Workshop Foreman who will conduct a vehicle test, after repair, with him.

- 🗨 "After the intervention, the Workshop Foreman will test with you the vehicle, to ensure that it is working properly. "

MOBILITY SOLUTION

- 🗨 **Would you need an alternative transportation during the work is performed on your vehicle ?**

=> propose a Replacement Vehicle (a loaner car if applicable)

=> alternative mobility solutions (taxi, pick up..)

- 🗨 **"We can offer you a [Maserati] [Model] if you want".**

- 🗨 "Do you have any additional request to add? »
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SET APPOINTMENT

In case of **workshop return**, define, with the Customer, a day of **appointment within 48h maximum**. Use the free slots for each Service Advisor to take charge of the Customer's vehicle as soon as possible.

- "I can propose to you on Tuesday, July 20 at 9:30 or Wednesday at, July 21 at 10:30
- Short Hours/Appointment Times:
 - One day or more:
 - 🗓 "I can offer you to drop off your vehicle by 9:30 tomorrow. Do you prefer 9:30 or 10:30? »
- Half-day intervention:
 - 🗓 "I can propose you to drop your vehicle tomorrow at 3:00 or 3:30."
- Rush hours/long appointment times:
 - 🗓 "If you absolutely want to drop off your vehicle early in the morning, I can offer you next week at 8:00."
 - 🗓 "If you wish, we can plan the delivery appointment now".

CONFIRM APPOINTMENT

🗓 « I confirm that your appointment with the Service will take place on **Tuesday, July 20 at 3:30 p.m.** We will be happy to meet you at the Reception as soon as you arrive. Do you know how to get to our Dealership? »

- Peak Hours
 - 🗓 We would appreciate if you could kindly inform us of in case of any delay regarding the appointment time.

LEAVE CUSTOMER

🗓 "Let me summarize the the details for you Sir/Madame: tuesday 20 july at 3:30 pm for the maintenance of your car (model). I wish you a very good day, **Mrs. X/Mr. Y.** Goodbye, **Mrs. X/Mr. Y.**, see you soon."
