

Exit interview



1 Exit interview

- At the end of the administrative phase in accompanying the customer to his vehicle, the Service advisor will have to carry out the "Exit interview"

IMPORTANT: this moment is not aimed at "begging" a 9 or a 10 but to understand the real satisfaction of your customer or the reason for his dissatisfaction in order to re-satisfy him as soon as possible.

2 Customer recommendation tracking

- After greeting the customer and wishing him a good return, the Service advisor will write down his evaluation with respect to the Recommendation on the Hot Survey file
- In case of dissatisfaction, the Service advisor will also note the reason, highlighting it in the Notes field
- This will be sent to the After Sales Manager every evening



EI follow up table

3 Re-satisfaction of customers

- Every morning the After Sales Manager will contact by telephone all the dissatisfied customers of the previous day
- He will have previously informed about the reasons for the dissatisfaction and will have prepared some re-satisfaction arguments



4 Correlation between follow-up call and survey result in FOCUS

- For each customer, every survey completed into FOCUS must be compared with the evaluation reported into the follow-up call xls file
- Same assessment
=> A thank you phone call must be made or an email must be sent
- Different evaluation
=> A phone call must be made in order to understand the reasons for the dissatisfaction in order to start a re-satisfaction process as soon as possible



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