

11 | CUSTOMER FOLLOW-UP CONTACT AFTER WORK

Standard Benefits

- **Customer:** To be considered, to have an ongoing and privileged relationship with the dealer. Give the Customer the opportunity to express her/his level of satisfaction.
- **Dealership:** Identify dissatisfied Customers. Turning discontent into an opportunity to show professionalism. Identify recurring causes for better treatment.

Main functions concerned: Service Advisor (SA).

1 Customer Contact within X* working days (* depending on regional NPS business rules)

- Contact all Customers by telephone:
 - Within X* working days with traces by dealership (strongly recommended) or a service provider
 - For workshop Returns, exclusively by the Aftersales Manager of the dealership.
 - After 3 unsuccessful phone contacts at different times of the day, record a voice message or send an SMS/e-mail.
- Customer contact from:
 - Tool sheet "Customer Contact Tracking Table After Work" including:
 - List of Customers to contact (if insured by provider, the list has been removed from workshop returns and contains all information allowing a personalized approach – date and nature of the intervention, parts replaced, name of the service advisor, provision of a replacement vehicle or pick up & delivery service,...),
 - Date and time of contacts, Customer's verbal, solutions and answers given to the Customer.
 - Customer file allowing to prepare the call taking into account the type of intervention made (if contact made by the dealership).

Supporting doc : [Method sheet Customer Follow-up Contact After Work](#)
[Tool sheet Customer Follow-up Contact Tracking Table After Work](#)

2 Personalized treatment in working D+ 1 of each dissatisfaction

- For Customer dissatisfaction formalized by email, social networks, E-reputation,:
 - The Customer folder is identified and the latest interventions are consulted.
 - One or more answers/solutions are considered with the Aftersales Manager, if necessary, before a telephone call
 - For social networks or e-reputation, a written reply is given referring to the telephone exchange with the Customer. The answer must be courteous, respectful and factual, while thanking the Customer for her/his loyalty.
- For the dissatisfaction identified in the Tool sheet "Customer Contact Tracking Table After Work" the opening day before, the Aftersales Manager:
 - Consults each Customer file and stakeholders
 - Considers one or more answers/solutions
 - Calls the Customer by phone with the objective of re-satisfaction of the Customer so that she / he recommends us
- The contact tracking and analysis table is updated.

Supporting doc : [Tool sheet - Telephone/ mail scripts Customer Follow-up Contact after work](#)

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3 Follow-up of Customer contacts after work by the Aftersales Manager

- Ensure that contacts are made regularly after internal or external work, in support of the contact monitoring and analysis table. The main indicators to be followed are:
 - Number of contacts made
 - Number of successful contacts
 - Customer Verbatim from Quality Surveys
- This follow-up is to be shared at least every 15 days during meetings with the Booking Operator and/or Service Advisor.
- Any deviations shall be remedied.