

OS N°13: Managing Leads


Tool : Example of Phone script

Responsible: Booking Operator/ Service Advisor





Script Examples

CONTACT TAKE

- **Welcome the Customer and present themselves:**

 "Hello Madam / Mr..., I am Mrs. / Mr..., from the Maserati (City name) Dealership".

Explain the purpose of the call


-  "I call you on your request [to take Service appointment, spare parts, ...] concerning your **[Maserati] [Model]** ".
-  "May I check with you your contact information? "
-  « Is Your mobile phone number ...? / Do you have a cell phone number that I can reach? "
 - « Is your email address « » correct ? / Could you please confirm me your email address? "
 - "Is your vehicle a **[Maserati] [Model]**? / What is your Maserati model? »
-  "Do you have any additional request to add? / May I help you with any additional request?»

If the Customer raises a technical issue, please refer to the PRE DIAGNOSIS 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 treated as a 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 Shop 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, shuttle service..)

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


 "Do you have any additional request to add? »


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. "