

01 | BOOKING THE APPOINTMENT



Standard Benefits

- **Customer:** Quickly get a reliable, fast and realistic appointment with answers to each question.
- **Dealership:** Best schedule Customer appointments while optimizing workshop load.

Main functions concerned: Booking Operator (BO), Service Advisor (SA).

1 Dealer visible on Maserati website and Aftersales information is up to date

2 A contact form for an appointment is available online and on the Owner App

- Confirm the appointment within 24 hours after receipt of the lead.

3 Appointment planning, Workshop load and mobility solutions up-to-date and shared

- Schedule 15 or 30 minutes reception appointments after workshop availability check. It is recommended to plan 3 appointments of 15 minutes per hour or 3 appointments of 30 minutes per 2 hours to absorb the unexpected.
- Propose at least 2 different days and slots for appointment to accommodate the customer
- Always plan return appointments of 10 to 15 minutes at the discretion of the SA.
- The duration of reception or return appointments shall be assessed according to the type of intervention (Services, Maintenance, Diagnosis, Bodywork, ...), the Customer knowledge and the return of replacement vehicle if concerned.
- Offer part of the appointments in off-peak hours to preserve the quality of the Customer's welcome.
- MC20 customer must be prioritized to respect the promise made by the brand (Guaranteed Priority Service Appointment -within 1 day)

4 Supported Customer phone call within 3rd ring

- A booking operator is assigned to answer phone calls and schedule appointments.
- In the case of a call transfer or a hold of the Customer, the duration must not exceed 30 seconds.

5 Each contact with a customer must be personalized and adapted to his/her Maserati Persona classification



- Ensure an outstanding AS experience to the customer in line with brand values, customer needs and expectations.
- Check in the CRM or in the DMS the kind of Persona your customer belongs to (Unique, Performance, Appearance, Excitement).
- If the Customer is not known, it is possible to evaluate his/her Persona through questions during the call (Persona Identification Tool).
- Check in the DMS and Service Entry that the current owner of the car is identified. If not, the BO or SA collects additional data to perform the Ownership Change procedures.
- Update data if necessary.

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6 Customer request listened to in detail.

- Creation of a file with input of the request without any interpretation, as formulated by the Customer.
- For technical problem, the Booking Operator / Service Advisor should investigate the nature of it by asking the customer questions related to the diagnosis using the booking pre diagnosis check.
- The need to fill in a Vehicle Reception Checklist during reception is noted in the Customer file
- Identify the existence of a service or recall campaign. If present, inform the Customer and note it in the Customer file.
- Identify the subscription to a Service Contract and note it in the Customer file.
- The possible presence of the Workshop Foreman or Technician is noted in the subject of the appointment.

Supporting doc : [Detailed Phone Script Tool sheet](#)

7 Always offer to Customer a mobility solution

- Check alternative mobility options (e.g. courtesy car, loaner car, pick-up & delivery, taxi service, Dealer accompany service, rental car) that may be offered to the Customer.
- For MC20 Customer it is mandatory to provide a Maserati Loaner Car or Pick-up & Delivery for service or repair
- Reservation according to the mobility solution chosen.

Supporting doc : ["Mobility offer - 1st Customer contact" Method sheet](#)

8 Propose at least 2 different days and slots for appointment to accommodate the customer

9 Customer reformulated appointment elements

- Before taking leave, remind to the Customer, the date, time and reason of the appointment.
- Inform the Customer of the name of the person that will receive him/her on the day agreed upon.
- Inform the Customer of the items to be brought on the day of the appointment (registration certificate, maintenance log, driver's license, anti-theft nut, cable if LEV, ...), as well as the location of the Customer car park for its arrival on site.
- Ask to the Customer if he/she wants to be contacted and to receive a reminder and how (e-mail, SMS, phone call).
- If agreed by the Customer, appointment and mobility solution confirmed to the Customer 24 hours before the appointment (SMS, email).

10 Anticipating Customer needs: Service reminder contact must be managed at a minimum 3 to 4 weeks before the maintenance due date **BEST PRACTICE**

- A reminder can be sent to the customer via e-mail or SMS, or a call performed by the person responsible for booking at the dealership / call center.
- Ensure the traceability of contacts in a dedicated document.

Dealership name	Dealership Director	Aftersales Manager	Applied by
Name / Date / Signature			