



Maserati

PERSONAL SERVICE LAB



AFTERSALES OPERATING STANDARDS

INTRODUCTION

In a constantly evolving context and a very competitive environment, the quality of service within the Maserati network is a major topic for the satisfaction of our Customers.

This quality of service at the best level makes a difference and all the employees of the dealership are the daily actors. The highest quality of service is the main lever to keep our Customers loyal while developing the aftersales business.

It relies on men and women who are continuously enriching technical and behavioral skills, but also on processes to be applied, whether around the Customer or back office. The ultimate goal is to provide professional service and a quality experience to Customers.

In this manual :

- **17 Aftersales Operating Standards** provide processes to be applied knowing that they have been developed on the basis of worldwide best practices observed in the field. It is therefore appropriate for each Dealer to integrate them so that they are applied on a daily basis. They are complementary to the White Book.
- **Supportings Documents** referring to each part of the dedicated Operating Standard, made as reference to specific tools/tips in order to allow the right implementation in detail.

Example :

Supporting docs : [Walk-around Checklist](#) / [Vehicle reception Checklist](#)

- Both Operating Standards and Supporting Documents are available and highlighted into the different sections of the Aftersales White Book.

Note the right application of these operational standards by the Dealer must be checked at regular specified intervals :

These verifications will concern either, on the dealer side, regular self-assessments, but also MASERATI assessments campaigns to meet the brand requirements.

Snap-on will be the dedicated tool (application installed on smartphones) to proceed to these verifications and to report all the results.

Snap-on accesses provided to dealers, markets / regions, Maserati HQ.

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00 | AFTERSALES MAIN FUNCTIONS CONCERNED

Several persons of the Aftersales Service may be affected by an Aftersales Operating Standard. You will find in the table below the function(s) concerned for each Aftersales Operating Standard.

		Aftersales Job Functions						
		AFTERSALES MANAGER	BOOKING OPERATOR	SERVICE ADVISOR	PARTS PERSONNEL	SHOP FOREMAN	QUALITY CONTROLLER	WORKSHOP TECHNICIAN
Aftersales Stellantis Operating Standards	01 - Booking the appointment		X					
	02 - Preparation of the reception		X					
	03 - Workshop pre-picking				X			
	04 - Greeting customer at the dealership		X					
	05 - Reception and Customer Service Agreement			X				
	06 - Vehicle inspection on reception			X				
	07 - Workshop work and customer agreement on additional works	X		X		X		X
	08 - Quality control before vehicle delivery	X				X	X	
	09 - Preventive treatment of non-quality in Aftersales	X	X	X		X	X	
	10 - Explanation of work and delivery	X		X				X
	11 - Customer follow up contact after work	X	X	X				
	12 - Returns to the workshop	X	X	X		X	X	
	13 - Managing leads	X	X	X				
	14 - Promoting the accessories range	X		X				
	15 - Aftersales Manager's Tour	X						
	16 - Building and managing Replacement Vehicle fleet	X	X	X				
	17 - Pick Up & Delivery Service							X

00 | KPI AND CUSTOMER SATISFACTION INDEX

The Customer Satisfaction Index (CSI) allow to measure the Customer satisfaction with a product, a service or a company. It's true that only satisfied Customer come back to their favorite Brand and also convey their positive experiences to others.

You will find below in the table the link between mains KPI and CSI questions with Operating Standard allowing you to identify processes impacting on CSI results.

01	<p><u>Booking the appointment</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q3 How would you rate the ease of getting a service appointment at a time that suited your needs? CSI: Q4 Was an alternative transportation offered to you during the work performed?</p>
02	<p><u>Preparation of the reception</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
03	<p><u>Workshop pre-picking</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
04	<p><u>Greeting Customer at the dealership</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
05	<p><u>Reception and Customer Service Agreement</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q5 Based on your last visit, how satisfied were you with the service advisor focusing on your needs? CSI: Q6 How satisfied were you with the explanation of the cost estimate you received from your service advisor prior to the start of work?</p>
06	<p><u>Vehicle inspection on reception</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
07	<p><u>Workshop work and Customer agreement on additional works</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q6 How satisfied were you with the explanation of the cost estimate you received from your service advisor prior to the start of work?</p>
08	<p><u>Quality control before vehicle delivery</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q8 Thinking only about the most recent service experience at [DEALERSHIP], was all of the requested work completed correctly on this visit?</p>
09	<p><u>Preventive treatment of non-quality in Aftersales</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q8 Thinking only about the most recent service experience at [DEALERSHIP], was all of the requested work completed correctly on this visit?</p>

00 | KPI AND CUSTOMER SATISFACTION INDEX

10	<p><u>Explanation of work and delivery</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q7 How satisfied were you with the service advisor's explanation of the work completed and related charges? CSI: Q9 Was your Maserati ready when promised? CSI: Q11 Was the electric battery fully recharged? (LEV only)</p>
11	<p><u>Customer follow up contact after work</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q12 Were you contacted by the service department following service or repair to see if the work was carried out to your satisfaction?</p>
12	<p><u>Returns to the workshop</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q8 Thinking only about the most recent service experience at [DEALERSHIP], was all of the requested work completed correctly on this visit?</p>
13	<p><u>Managing leads</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
14	<p><u>Promoting the Accessories range</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
15	<p><u>Aftersales Manager's tour</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
16	<p><u>Building and managing Replacement Vehicle fleet</u> KPI's: Customer Feedback → NPS (Net Promoter Score).</p>
17	<p><u>Pick Up & Delivery Service</u> KPI's: Customer Feedback → NPS (Net Promoter Score). CSI: Q4 Was an alternative transportation offered to you during the work performed? (Collection & Delivery: E.g. MASERATI loaner cars, rental, taxi...)</p>

00 | GLOSSARY

i. Main aftersales job functions**BO** Booking Operator**SA** Service Advisor

- Shop Foreman

- Workshop Technician

- Spare Parts Personnel

QC Quality Controller**AM** Aftersales Manager**ii. Other acronyms and terms****AS** Aftersales**AR** Authorized Repairer**IR** Independent Repairer**B2B** Business to Business**B2C** Business to Customer**CRM** Customer Relationship Management**RO** Repair Order**DMS** Dealer Management System**IAM** Independent AfterMarket**Leads** Contacts or requests by a potential Customer**LEV** Low Emission Vehicle**Showroom** Sales area**NV** New Vehicle**UV** Used Vehicle**RV** Replacement Vehicle**VRS** Verification of Compliance with the Standard**SC** Service Contract

04 | GREETING CUSTOMER AT THE DEALERSHIP

Standard Benefits

- **Customer:** Customers feel welcome and always know who to talk to.
- **Dealership:** Accommodate all the guests in an organized way. Give the Customer a good first impression of the dealership. Be immediately identifiable by Customers.

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

1 Dealership Surroundings

- Directional signal clear and visible for the Customer in accordance with the current Maserati CI guidelines.
- Clean and well-maintained surfaces (parking, vegetation, sidewalks).
- Visitor car park After-sale exclusively dedicated for Customers, identified with:
 - At least 1 place identified for persons with reduced mobility (check local legislation)
 - Ground marking.

2 A display describing the dealership

- Placed at the entrance of the site and on the external grid or in close proximity if available, a display shall indicate the following minimum elements, in compliance with local legislation:
 - Company name, address, telephone number and internet site of the point of sale
 - Dealership's Opening hours for each service.
- The information on point-of-sale displays, its website and smartphone applications is consistent.

3 Areas visible to Customer kept clean and tidy

Please refer to the list of the areas visible to the Customer described in OS 15. AFTERSALES MANAGER'S TOUR

4 Staff responsible for greeting Customers

- A staff member in charge of greeting the Customers is appointed and immediately visible:
 - In the New Vehicle showroom: Host(s) or Seller,
 - At the Aftersales reception: BO or SA.
- A coverage schedule to ensure Customer reception throughout the opening range is up-to-date, shared and known to all.
- If necessary, the Customer is accompanied to the desired contact or service and the linking is carefully maintained. In case of temporary unavailability, the Customer is accompanied to the waiting room. The facilities available to it are detailed (laptop, printer, plug, Wi-Fi, a daily newspaper,...) a hot or cold drink is proposed, the waiting room is clean, the heating is at the right temperature and the comfort is guaranteed.

5 Immediately identifiable staff

- Permanent badge for anyone in contact with customers, including:
 - Maserati logo,
 - Name and first name,
 - Position.

05 | RECEPTION AND CUSTOMER SERVICE AGREEMENT

Standard Benefits

- **Customer:** To be considered by listening to the SA and to benefit from a perfect transparency with the dealership.
- **Dealership:** Respect your Customer and keep it loyal while avoiding claims when returning.

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

1 Customer welcomed and taken care of upon arrival

- BO welcomes the Customer, identifies her/him and directs her/him to the SA in charge of her/his file. At the time of the appointment.
- Customer is called by his/her name
- SA is available, and Workshop Forman or Aftersales Manager are present if indicated in the appointment.
- If unforeseen, BO keeps the Customer patient and ensures her/his comfort.
- Establishment of a staff reinforcement in the event of high attendance by means of an internal procedure.
- A Customer absent for an appointment is called back within 24 hours to arrange a new appointment if necessary.

2 Customer/vehicle data updated if necessary by the SA

- Check and update Customer information (email address, mobile number, Maserati persona if needed).
- Check the vehicle's VIN upon presentation of the registration certificate.
- Check the Customer's consent for the processing of his / her personal data and update them if necessary
- Check again for the existence of a service / recall campaign.
- Confirm the reason for the visit and the intervention needed.
- Ask the Customer if she/he has no new needs since making the appointment.

3 Incident or failure specified to the Customer using the Maserati Vehicle Reception Checklist or a road test if necessary

- The SA fills in a Maserati Vehicle Reception Checklist to characterize the Customer effect in the event of abnormal operation of the vehicle (noise, vibration, road behavior, incident, etc.).
- If necessary, a road test is offered to the Customer with the Workshop Forman in order to reproduce the defect or failure.

4 Vehicle inspection carried out in accordance with the Aftersales Operating Standard "Vehicle inspection on reception"

05 | RECEPTION AND CUSTOMER SERVICE AGREEMENT

5 Work to be carried out explained and valued to the Customer before agreement

- Enhance the repair order with additional work requested by the Customer.
- Deliver a quote estimation (considering customer paid services, excluding warranty & internal repair work) of the interventions agreed upon during the vehicle inspection, taking into account the promotional offers, age and mileage of the vehicle. The work is explained and valued with the Customer.
- Request authorization to perform road test (without customer) during the repair.
- Define and propose, if available, ease of payment to promote the Customer agreement.
- Confirm the delivery appointment.

Supporting doc : [Mobility Offer: Reception and Delivery Method Sheet](#)

6 Inform the Customer that a free wash will be carried out at the end of the work

- Exterior washing and interior cleaning with vacuuming.
- Any disagreement is noted on the repair order.

7 Respect for the Customer in the reception closing

- Provide the Customer with a copy of the signed work order and the associated privacy statement.
- Customer who is waiting on site, accompany her/him to the waiting lounge and ensure her/his comfort. Customized services should be proposed per each type of Personas (e.g. Test drive of new models)
- In the case of a mobility solution, put in hand by the SA with the associated advice. If replacement vehicle:
 - Apply for the driver's license and attach the copy to the file.
 - Check the condition of the vehicle on the loan agreement (fuel level and / or traction battery charge and mileage).
 - Handover of the vehicle with signature of both parties on the loan contract.
- The Customer is thanked and greeted.

06 | VEHICLE INSPECTION ON RECEPTION

Standard Benefits

- **Customer:** Benefit of personalized advice from the Service Advisor, receive a clear and justified estimate of the service.
- **Dealership:** Make additional sales, avoid complaints when returning the vehicle.

Main functions concerned: Service Advisor (SA).

1 Identification of the “Walk around” area

- In accordance with Maserati referential, the “Walk around” area shall be:
 - Sheltered, bright, quiet and close to the reception
 - Clean, Tidy, and Safe
 - Uncluttered, allowing unhindered movement around the vehicle.

2 Vehicle protection and identification

- Elements to protect:
 - driver seat
 - driver footwell
 - steering wheel
 - gear lever knob if concerned
 - handbrake lever (if manual handbrake)
- Vehicle identified:
 - Vehicle tag with identification number placed inside the vehicle.
 - Key tag with identification number attached to Customer keys.
 - Vehicle identification number is recorded and added to the repair order

3 Inspection of the vehicle at the reception by the Service Advisor

- In the presence of the Customer, the vehicle’s inspection is carried out with the support of the **Walk-around Checklist** (or digital checklist by tablet, smartphone,...) and the **Vehicle Reception Checklist** (according to the situation).
- Starting from the inside of the vehicle and the mileage reading, as well as the level of fuel or battery charge if concerned, the vehicle’s inspection is based on visual controls without disassembly.
 - Mileage & fuel level or traction battery charge statements are reported on the Walk around Checklist or Vehicle Reception Checklist (according to the situation) .
 - Checks are explained and highlighted with the Customer.
- The additional work is identified, valued and formalized on the repair order, taking into account the current promotional offers.
- The amount of additional work is carried over to the repair order.
- Accessories are promoted and Customer Programs are offered.

Supporting docs : [Walk-around Checklist](#) / [Vehicle reception Checklist](#)

07 | WORKSHOP WORK AND CUSTOMER AGREEMENT TO ADDITIONAL WORKS

Standard Benefits

- **Customer:** Be assured that the intervention will be made according to Maserati's recommendations and be professionally advised on the maintenance of my vehicle in complete transparency.
- **Dealership:** To be able to offer additional work to the Customer at the right time while avoiding Customer claims.

Main functions concerned: Aftersales Manager, Service Advisor (SA), Shop Foreman, Technician.

1 Work performed according to the Customer's request

- The Service Advisor parks the vehicle in the parking area dedicated to "vehicles waiting for repair".
- The Service Advisor shall forward the file to the Shop Foreman with all the necessary elements to ensure a proper understanding of the Customer request.
- The Shop Foreman checks parts and labor to cover Customer's request and corrects discrepancies with the Service Advisor and transmits to the Technician the elements necessary for the successful completion of the work.

2 Detailed checks of the vehicle are carried out right at the beginning of the work

- A technical inspection tour of the vehicle is carried out by the Technician at the beginning of the work to identify any additional work.
- If equipped with a dedicated application, the additional work is explained and valued by means of video or photo to be sent to the Customer.

3 Customer agreement required before carrying out the work identified in the workshop

- The Technician shall communicate the results of the checks to the Shop Foreman/Service Advisor by the Complete Inspection Checklist in the frame of servicing or non-maintenance operations and the video or photo support if equipped.
- The Service Advisor quotes these repairs, check the parts availability, the workshop load and the possible impact on the initial delivery appointment.
- The Service Advisor contacts the Customer to inform her/him about additional work to be done (taking into account the vehicle age and promotional offers) and a possible new appointment for restitution.
- If equipped, the contact is made via a dedicated application, the video/photo is sent to the Customer with the estimate of the related work.
- A written confirmation must be received from the customer by SMS, mail or through a dedicated application.
- Once the agreement received, the Shop Foreman and the Technician are informed quickly.
- In case of disagreement of the Customer, the additional work is mentioned on the Complete Inspection Checklist and detailed in the future work to be planned.

07 | WORKSHOP WORK AND CUSTOMER AGREEMENT TO ADDITIONAL WORKS

4 Interventions carried out in compliance with Maserati procedures

- If necessary, the Shop Foreman makes available and explains the Maserati methods of repair to the Technician.
- The info-entertainment settings should not be changed during the work (unless impacted by the intervention).
- If concerned, the Technician shall complete the support document and Manufacturer alerts (Incident Report, Safety Alert).
- The Technician completes the Complete Inspection Checklist document and informs the Shop Foreman of the completion of the work.
- The Shop Foreman or dedicated Technician initiates the road test if necessary, and quality control.

5 Quality control carried out according to Operating Standard "Quality Control before vehicle delivery"

- Should be carried out as soon as the work is finished.

Supporting doc : [Operating Standard 8. QUALITY CONTROL BEFORE VEHICLE DELIVERY](#)

6 Vehicle wash after Quality Control

- Except if Customer disagreement is noted on the Repair Order, the vehicle is washed (exterior washing and interior cleaning of the vehicle) as soon as the quality control has been carried out.
- The SA is informed as soon as the vehicle is completed and ready to be returned at the agreed time
- The vehicle is parked in the delivery zone in the ready-to-go direction and if protection covers are deteriorated change them.

10 | EXPLANATION OF WORK & DELIVERY

Standard Benefits

- **Customer:** To be received and welcomed at the time scheduled by the Service Advisor in serenity and by receiving explanations of the work and advice on maintenance.
- **Dealership:** Receive Customers in good conditions, guarantee their satisfaction and loyalty while preparing the next visit of the Customer.

Main functions concerned: Service Advisor (SA).

1 Preparation of delivery file prior to arrival of Customer by the Service Advisor

- Prepare the file with:
 - ✓ Repair Order and invoice pro-forma as support for the work and costs explanation
 - ✓ Complete Inspection Checklist, informed and stamped maintenance record (if maintenance), future works advice (for other interventions)
 - ✓ Checks and results requested if applicable
 - ✓ Instructions manuals for sold accessories, if applicable
- Calculate the work to be planned and print the Customer estimate, taking into account the age and mileage of the vehicle, for an adapted offer.

2 Confirmation of the delivery appointment to the Customer

- Confirm to the Customer the time of delivery (telephone, email, SMS) and ensure the presence of the Shop Foreman if necessary.

3 Greeting Customer

- Welcome the Customer at the scheduled time of the appointment, upon arrival, in the presence of the Shop Foreman or the Aftersales Manager if necessary.
- In case of busy period strengthen staff through internal procedure.

4 Delivery and inspection of the replacement vehicle if concerned

- Make the vehicle tour with the Customer (closing issue) by ensuring that the mobility solution meets her/his expectations.
- Raise the fuel level and/or charge level of the traction battery and mileage and then sign and have the Customer sign the loan agreement.
- Forward the delivery information to the mobility solutions manager for updating the schedule.

Supporting doc : [Mobility offer: Customer Reception and Delivery](#)

10 | EXPLANATION OF WORK & DELIVERY

5 Explanation and valorization of the work carried out

- Explain in detail the works carried out using the useful documents.
- Validate the guarantee of the intervention, the work supported by Maserati and/or Dealer (including washing).
- Validate the checks carried out in connection with the intervention, safety and proper functioning of the vehicle.
- If necessary and if concerned, validate the disappearance of the defect with the Customer.
- Check with the Customer the conformity of the pro-format invoice with the repair order .
- Point out the repairs the customer did not accept and inserts them in the invoice (especially if they have an impact on the vehicle's safety).
- The final invoice with all the contents or the statement of intervention is printed.

6 Customer advice on her/his vehicle and additional service recommendations

- Provide advice to the Customer on the work to be planned and future maintenance of her/his vehicle and estimate of future work according vehicle age and promotional offers.
- Provide the Maserati Quality Certificate to the MC20 Customers.
- Propose the extended warranty and / or Maintenance Programs (if applicable)
- Promote products such as complete wheels, anti-stone chipping, battery charger maintainer.
- Offer to download Maserati App
- Inform the Customer of the Maserati Customer Care phone number, and of a contact by the dealership within 4 days by telephone, then by Maserati by email within 5 days to ensure its level of satisfaction.*

*depending on the region.

Supporting doc : [Exit Interview Method sheet](#) / [Exit Interview Follow up Table](#)

7 Accompany the Customer to her/his vehicle by thanking her/him and ensuring her/his satisfaction

- While taking the Customers back to the vehicle, thank them for visiting the dealership and ask them if they have any recommendation on how the dealership can improve its services to them or their friends and family members in the future.
- Remove protection covers in front of the Customer.
- Once the Customer has left, indicate her/his recommendation level on a daily consolidation sheet and indicate the cause of dissatisfaction if it remains, for sharing with the Aftersales Manager.

13 | MANAGING LEADS

Standard Benefits

- **Customer:** Reactivity of the dealership in relation to the Customer's request. Quality of responses.
- **Dealership:** Improve the quality of contacts transmitted to Booking Operator, Service Advisor and Parts Staff. Increase Aftersales entries from Customer requests.

Main concerned functions: Aftersales Manager.

1 Assigning a lead as soon as it is received according to its nature

- Under the responsibility of the Aftersales Manager, assign leads through a processing tool for leads or manually to the delegated person(s) able to respond:
 - ✓ An alternative is identified and appointed to assign leads in the event of absence of Aftersales Manager.
 - ✓ A lead assignment rule is defined by the Aftersales Manager and communicated to all relevant stakeholders.
- In the case of the use of a lead processing tool, the email addresses of the Aftersales Manager, the alternate and/or the delegated persons are entered (alert for assignment of a lead). The tool is set and up to date.

2 Preparing the Customer Contact by the person responsible for responding to a lead

- Be aware of:
 - ✓ The nature of the Customer's request
 - ✓ Customer history with Maserati (Customer record in database),
 - ✓ Customer consent to the processing of her/his personal data (according to local regulations).
 - ✓ Presence of a Service Contract for the Customer's vehicle if VIN known.
- Have:
 - ✓ Aftersales appointment schedule and workshop load schedule,
 - ✓ The elements that allow me to respond to the Customer's request.

Supporting doc : [Managing Leads: Example of Phone_Script](#)

3 Customer contact within 1 day following receipt of the lead by the assigned person to respond to it.

In order of priority, the Customer contact is:

- By Phone
 - ✓ If the first call is unsuccessful, leave a voice message informing the Customer that the request is being considered and that the call will be renewed.
- By Email
 - ✓ After 3 unsuccessful contact attempts at different times within a 48h working period, send an email
 - ✓ If Customer phone number is invalid, send an email.

Supporting docs : [Managing Leads Text Sample: Voice message](#) / [Managing Leads_Text Sample - Email](#)

13 | MANAGING LEADS

4 Traceability of all Customer Contacts

A traceability of all Customer contacts is in place. For each assigned lead, the person in charge of the response will provide a tracking and analysis table for Customer contacts with:

- Date and time of contacts
- Verbatim Customer and the solutions or answers provided to the Customer during contacts.

Supporting doc : [Customer Contact Tracking Table](#) : only for markets where Salesforce (SFDC) is not available

5 Aftersales Manager leads tracking and animation

On a daily basis, ensure that all leads are processed or in progress via:

- The Salesforce Tool
- Summary table available from the lead processing tool if present
- Activity monitoring report with indicators "type of contact", "number of contacts", "rate of processing within 1 business day", "rate of appointment set", ...

In support of the monitoring, sharing and facilitation of the main indicators at weekly and/or monthly meetings with the Service Advisor...

14 | PROMOTING THE ACCESSORIES RANGE

Standard Benefits

- **Customer:** See Maserati Accessories. Be advised on the accessories available for the vehicle ordered or owned and informed of the prices charged. Take delivery of your vehicle with the accessories ordered and placed.
- **Dealership:** Increase the sale of accessories, develop Aftersales activity.

Main functions concerned: Parts Personnel, Service Advisor.

1 Designation of Parts Personnel

- The Parts Personnel has a function description.
- The Parts Personnel is managing the various actions presented in this standard, together with the Service Advisor

2 List of accessories to promote

- List accessories for each model of the range with price including installation and VAT
- At least one copy of each accessory in the list is in stock.
- The list of selected accessories is in the possession of each seller, handler and CS.

3 List of accessories to be displayed by the Parts Personnel

- In furniture/showcases, on a showroom vehicle(s) and on the website of the dealership.
- List by launch vehicles, seasonality (summer/winter) and promotions in progress.

4 Implementation of communication media

- Video presentation of the range of accessories and web animations on screens (TV, digital frame, internet) in the Showroom and at the Aftersales reception.
- Brochures on self-service display cases.

5 Furniture/window installation Accessories

- In the showroom.
- In Aftersales reception.
- In the delivery area (delivery accessories).
- Clean furnishings (no dust or fingerprints) and well-stocked.

6 Exposure of at least one accessory vehicle in the showroom

- Accessories adapted to the season.
- Accessories complementary to those displayed in furniture/showcases.

14 | PROMOTING THE ACCESSORIES RANGE

7 Monthly tracking of accessory sales

- Accessories sales to be added as a specific KPI and highlighted in the reports or presentations of each internal monthly global activity review with Aftersales, Sales, Parts personnel and Spare parts manager.
- Indicators to follow: accessories turnover and / or accessories turnover per new sales.

15 | AFTERSALES MANAGER'S TOUR

Standard Benefits

- **Customer:** Be received at a clean, tidy, secure and organized outlet.
- **Dealership:** Ensure that the dealership is in order of operation (cleanliness, stowage, organization) and that operational standards are applied. Ensure the application of possible enhanced health measures. Remain sensitive to everyday items that are no longer seen in the past but are immediately visible to Customers.

Detect discrepancies as soon as they occur and treat them in a sustainable way. Inform and sensitize all staff on areas that need to be kept under constant scrutiny. Create internal discipline within teams, which, through repetition, creates autonomy and the rise of differences by the collaborators themselves.

Mains functions concerned: Aftersales Manager.

1

The Aftersales Manager Tour carried out at least once a week from the point of view of the Customer

- Ensure the cleanliness, tidying, safety and proper organization of the Aftersales area of the dealership including in the case of enhanced sanitary measures.
- The Aftersales Manager's tour systematically includes, at a minimum, a control of areas that are accessible or visible to Customers or covered by an Aftersales Operating Standard.
 - Greeting the Customer at dealership:
 - ✓ Clear and visible outer signage
 - ✓ Parking for guests including Service 24/7 terminal if available accessible
 - ✓ Aftersales reception including clean and tidy Customer waiting space
 - ✓ Leaflet and other up-to-date offers
 - ✓ Cleanly and fully equipped Customer and employee health services
 - ✓ Badge for all staff in contact with Customers.
 - Walk-around tour with the Customer during the Reception:
 - ✓ Clean and clear area of examination
 - ✓ Received vehicles identified and equipped with protection.
 - At the workshop:
 - ✓ Clean and tiered workstations
 - ✓ Workers wear the appropriate Personal Protective Equipment, and their working clothes are not tainted
 - ✓ Vehicles identified and protected
 - ✓ Extraction of exhaust gas in place for the vehicles concerned
 - ✓ Accessible and functional load terminal(s)
 - ✓ Waste collection and disposal organized and in place.
 - Back-office car parks:
 - ✓ Clean and clear Customer vehicle fleet. Vehicles are spotted and protected
 - ✓ Clean replacement vehicles and vehicles concerned in place.
- Opportunity to verify compliance with all Aftersales Operating Standard at the dealership and any other identified vigilance point.

Supporting docs : [Aftersales Manager's Tour Mask \(PPT + EXCEL\) / WORK IN PROGRESS](#)

15 | AFTERSALES MANAGER'S TOUR

2 Handling discrepancies found during Aftersales Manager's tour

- Identify each discrepancy by photo and/or post-it note.
- Indicate the date of completion of the tour (1) and the "discrepancies" in a dedicated table with photos and/or post-it.
- Analyze and process each discrepancy:
 - Find the causes of the gap and save them in the "causes of the discrepancy" box in a dedicated table
 - Identify and save corrective actions in the box
 - "Corrective actions" in a dedicated table.
- Analyze recurring gaps to eliminate their causes.
- Achieve a progress/review point for corrective and preventive actions 1 time/week.
- Delete post-it and/or photo of gap when:
 - the reference situation is permanently (re-)installed
 - the discrepancy noted is monitored through integration into the existing operating standard of the dealership or through the creation of a new operating standard.

Supporting docs : [Example of Manager's Tour Mask \(PPT + EXCEL\)](#) / [WORK IN PROGRESS](#)

16 | BUILDING & MANAGING REPLACEMENT VEHICLES FLEET

Standard Benefits

- **Customer:** To be able to reserve a Replacement vehicle as soon as an appointment is booked in order to dispose of it on the day he drops her/his vehicle. Benefit immediate visibility on the offer and prices of the "Replacement Vehicles" proposed by the dealership.
- **Dealership:** Meet Customer mobility needs. Professionalize fleet management Replacement vehicle. Validate the offer Replacement vehicle with Customers.

Main functions concerned: Aftersales Manager, New vehicle Sales Manager.

1 Creation or renewal of the replacement vehicle fleet by the Sales Manager

- Taking into account the trade policy and financial aid of Maserati.
- By exchanging with the Aftersales Manager to determine the vehicles adapted to the type of aftersales Customers of the dealership (private Customers, companies, craftsmen, ...)
- The administrative (entry into Replacement vehicle stock, registration, insurance,...), technical and aesthetic preparation is carried out
- The management of the park exists and the eventual repair of the Replacement Vehicles are organized.

2 Operational Management for Replacement Vehicles fleet

A person in charge of managing the replacement vehicle fleet is identified. His / her main missions are:

- Updating fleet of Replacement Vehicles in the tools of the Service Advisors
- Daily management of the park with a follow-up of the state of the park and its planned rotation (maintenance, mileage, age, repair, ...), the management of loan/lease contracts, the reporting and monitoring of claims and fines,...

Supporting doc [Example of Fleet Management Table](#)

3 Park Animation and Monitoring Replacement Vehicles

Using a monthly dashboard, the Replacement Vehicle fleet manager tracks:

- Updating the list of vehicles according to the inputs and outputs of the fleet
- The rate and duration of use for each vehicle (Number of days of exit/number of working days)
- The billing rate (days invoiced/ working days) and the cost-effectiveness of the park
- Provisions for expenses and the cost of ownership (depreciation, fuel, washing, repair...).

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4 Replacement vehicles easily accessible and ready to go

- Replacement vehicles are parked in a dedicated area.
- Keys are identified and stored in a secure location.
- Vehicles are clean (exterior and interior) and do not contain personal effects.
- Fuel and/or battery charge are upgraded if necessary.
- Each vehicle has wallet including: the user's guide, the current registration and insurance certificates (or copies), the telephone number of the Assistance, an accident report, the documents and equipment required by local legislation (e.g. safety kit),... In the case of a Low Emission Vehicle, a cable for loading the traction battery.

5 Communication on Replacement Vehicles in Place

- The aftersales team is able to promote or inform the Customer about replacement vehicle usage and conditions.