

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](#)

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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...