

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.