



## Five Steps Towards Phone-Based Service Excellence

The first phone call with a customer is your best opportunity to demonstrate attentiveness, experience and organization. Do you have a process to accomplish this? If not, it's probably affecting how much customers trust you! Here are five tips to improve phone conversations.

### Offer to Help

Go beyond just identifying yourself - make sure you ask what you can do to help the customer. Customers know it's your job to help them if you indicate that's what you're hoping to do before they even start describing their issue.

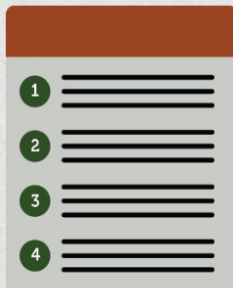


### Be Personal and Personable

Customers are more likely to trust you with their car if you seem like you truly care about them. You can earn that trust by asking for their name (and using it) and by showing some sympathy for the situation caused by their broken vehicle.

### Lean Into the Conversation

Customers volunteer more information about their vehicle when you seem interested in those details. Ask good follow-up questions, and you may learn details that speed up the repair - or learn about other needed repairs!



### Follow the Process

Repeat customers always bring their vehicle to the same shop if they know they'll always receive the same great experience. Make sure you have a phone checklist in place to ensure they get that experience no matter who answers the phone!

### Measure Your Success

Even a great process will fail if it's not measured regularly. Employees lose focus on the importance of phone-based customer service as other important issues arise. Record your customer service calls, and make sure to listen to a few weekly so you know the process is being followed and the customer is receiving a great experience.

