

# Boosting Customer Confidence

When customers see (or hear) something that causes them to doubt the quality of your work, they are less likely to be satisfied with that work - even if it was exceptional. Here's how to maintain the appearance of an experienced, high-caliber shop.

**REPAIR SHOP**  
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## Treat Every Interaction as an Opportunity



Service advisors know to focus on a conversation when they're getting ready to recommend an unexpected or expensive repair to the customer. But every interaction is an opportunity to instill confidence or doubt in the customer's mind. Customers become skeptical when you're talking with them but are focused on other things. You may be perceived as disinterested or unempathetic.

## Maintain a Clean Environment

Customers don't have a direct way to judge how thorough and precise your technicians are. They use the cleanliness and organization of your shop as a stand-in for that information. Make sure your waiting area and restrooms are clean and orderly. If customers are pulled in to examine their vehicles at any point, the garage should also be kept as clean and orderly as possible.



## Inspire Confidence in Your Work



When you can speak with confidence about the work your shop has done, it gives customers confidence as well. If you checked any other fluids for contamination when you completed an oil change, for instance, let them know you did that. It also communicates the added value they get from visiting a professional shop instead of doing the work themselves or having a family member do it.

*"A brand is defined by the customer's experience.  
The experience is delivered by the employees."*

-Shep Hyken



<http://www.repairshopwebsites.com>



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