

Overcoming Customer Fear and Distress

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One-third of people describe themselves as highly distressed during this outbreak. In most cases, you'll need to get past that fear and distress before you can fix anything on their car. Here are three ways your shop can address their fears.

Have a Quick Video Chat With Prospective Customers



Many people want to keep their interactions to a minimum right now. A part of that is to visit businesses that know how to keep them safe and take it seriously. A video chat allows them to put a face to a name, which gives people confidence. It also allows you to show them your process for drop-off, employee protection, and vehicle sanitization.

Maintain a Clean Environment

Customers don't have a clear way to judge whether your employees are keeping the environment free of infection. They use the cleanliness and organization of your shop as a stand-in for that information. Make sure your waiting area is tidy and obviously sanitized. If customers visit or see the garage at any point, the garage should also be kept clean and orderly.



Offer Vehicle Pickup and Drop-off



For larger jobs, it might be practical to offer vehicle pick-up service. This may include free towing, and avoiding the inside of the vehicle entirely. Providing this service to elderly or immune-compromised customers, or healthcare or other busy essential workers is a great way to demonstrate your concern for (and contribution to) your local community. Sanitation procedures are especially important for your customers' and employees' safety if you choose to do this.

"You miss 100% of the shots you don't take."

-Wayne Gretzky



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