

Meeting Customers Where They Are

Your customers are all bringing you the same thing - a vehicle in need of maintenance or repair.

That doesn't mean their circumstances aren't all different, especially in this chaotic time.

The best way to provide great customer service is to figure out where a customer's vehicle fits into their lives and make sure you're supporting them.

The most important thing in communication is hearing what isn't said.

Peter Drucker



Understand Customer Goals

Oftentimes, customers aren't very specific when they bring their vehicle to you - they just ask you to fix the problem. But customers in a financial pinch might only want to get the vehicle back on the road, while customers trying to avoid a new car payment might want a longer-term solution. Knowing customer goals helps you offer them a solution that doesn't seem out of place.



Ask About Customer Schedules

If a customer is on a tight schedule and you think there's a chance you won't be able to meet it, it might not be worth the risk to take the business. Negative reviews hurt sales. On the other hand, if you're able to help a customer out of a tight spot, surprising them with extremely fast service may make a major impression and lead to referrals.



Contact Them In Their Ideal Way

Customers who are searching for the quickest repair or cheapest price might submit a request online - but once they've selected a shop, they might prefer to talk in person. They may also want a text if the vehicle becomes ready for pickup during a business meeting. Always try to make a note of how the customer wants to be contacted during the next interaction you'll have with them. And if you ask, then make sure to use that information!



<http://www.repairshopwebsites.com>



Call us at **1-855-345-6363**