



REFINISH PERFORMANCE MANAGEMENT CUSTOMER SERVICE REPRESENTATIVE



SEMINAR LENGTH

1 Day
8:00 am to 5:00 pm

WHO SHOULD ATTEND?

Customer Service Representatives
Estimators
Repair Planners
General Managers (to improve coaching)

The role of CSR or Customer Service Representative is crucial in today's collision repair center and in driving improved customer service scores. This role is often a stepping-stone to an Estimator or other leadership position.

This course reviews key elements to reinforce a customer-care culture, which places the focus on the end-customer and how to understand their needs and exceed their expectations. It includes the discussion of the following topics:

COURSE EMPHASIS

- Phone Greeting: Answering the phone and gaining a commitment from the prospect to come to your repair center for you to advise them as to the best repair process for their vehicle
- On-Site Greeting: Making a positive first impression and establishing a personal connection with the prospect while demonstrating that you are sincerely interested in their individual circumstances
- Qualifying: Using the information on the Customer Information Form to build rapport and qualify the prospect with regards to their needs
- Transition: Transitioning the prospect to the Estimator by supplying enough information to help them to continue to build rapport and trust with the prospect and subsequently close the sale
- Un-Sold Estimate Follow-Up: Implementing a system to help close prospects that leave the repair center without making a buying decision
- Scheduling: Using a visual scheduling system to achieve a level flow of work
- RO Creation: Creating a Master RO File and Working RO Packet using established guidelines for ease of access throughout the repair process
- Vehicle Check-In: Using this key "moment of truth" to demonstrate that the repair center is ready for the prospect's vehicle and reinforce why they selected your repair center
- In-Process Communications: Ensuring that both internal personnel and the customer is kept up-to-date on the status of the vehicle
- Pre-Closing: Job costing a repair to ensure an acceptable gross profit is achieved and organizing the Master RO File to proactively prepare for delivery
- Delivery: Preparing for and delivering a vehicle to encourage future referrals; includes pre-closing the file and having the Estimator quality check the vehicle prior to the customer's arrival
- Deposits, Closing and AR: If pre-closing is successful, this becomes a quick and easy task



COST

Contact your distributor or Refinish Performance Management team for pricing information

SPONSOR

[insert]

LOCATION

[insert]

PRE-WORKSHOP ASSIGNMENT

To make the exercises and KPI calculations performed during the CSR course realistic, we like to use information specific to your repair center. Please bring the following information for use during the course:

- A recent CSI report
- A closed Master RO File, including all of the RO associated notes, for an insurance claim where the vehicle had frame damage and was delivered back to the customer
- The following financial information:
 - Estimate traffic \$ per month
 - The percent of total traffic that are customer-pay jobs
 - Customer-pay closing ratio
 - Customer-pay \$ per month
 - Desired monthly sales improvement
 - Overall closing ratio
 - Sales dollars per month
 - Desired increase in monthly sales

HOW DOES THIS COURSE DIFFER FROM SIMILAR COURSES IN THE COLLISION INDUSTRY?

- Taught using a highly interactive, guided learning model to keep attendees engaged in the learning process
- Numerous hands-on exercises related to the collision industry, which help emphasize the principles taught
- Professional student guide and online resource guide

BENEFITS

- Designed to improve CSI through better customer service and more effective in-process communications with customers
- Designed to increase customer service and closing ratio by implementing an unsold estimate follow-up process