

Customer - Satisfaction

Customer Satisfaction

Multi-franchise dealer



The Challenge

To develop a generic set of standard procedures to be used by service advisors for 5 different franchises.

The Solution

Perrys Aylesbury operate 5 franchises on one site including Ford and Vauxhall.

Service advisors receive customers based upon arrival and are stationed at a common reception desk.

- Each franchise requires detailed procedures to be adopted. However, by adopting a generic approach to the customer facing activities a universal set of procedures were developed and deployed
- Initially a diagnostic was carried out to establish the gap between the current procedures and 'best practice'
- Based upon the results common elements applicable to customer experience were used to develop generic standard procedures from the booking of the appointment to handover and follow-up
- Any specific requirements by franchise were handled internally by franchise champions
- Such an approach facilitated a flexible working arrangement at reception and throughout the time the vehicle was on site

The Results

- ✓ **Customer satisfaction increased by 35.7% points (Renault specific)**
- ✓ **All Franchises reported an increase in customer satisfaction**
- ✓ **Service advisors were able to serve and advise customers of vehicle status regardless of franchise**
- ✓ **Internal procedures, franchise specific, were unaffected**
- ✓ **The generic set of procedures maintained customer service during break and holiday periods**

Key Success

Customer service is based upon a common set of values which were encompassed in the generic procedures ensuring a high standard was maintained at all times