

GROUP 1 AUTOMOTIVE®

Quality Matters

Item	Description	Word Track
Cat 1 Q1	Announced Dealership Name	Thank you for calling (Dealership Name Service) this is (Agent Name). How may I assist you or how may I help you?
Cat 1 Q2	Have we serviced your vehicle before or have we serviced this vehicle before?	Yes. Thank you for being a loyal customer! No. Okay, I will need to create a service profile for you. May I have your name, phone number and the year and model of your vehicle?
<i>Pushback</i>	<i>Dissatisfied Customer</i>	<i>I apologize for the less than satisfactory experience during your last visit.</i>
Cat 1 Q3	Verify New or Existing <i>New Vehicle: Add it to the existing profile</i> <i>New Customer: Create profile</i> <i>No longer owns vehicle(s): Deactivate</i>	Is this Mr. / Mrs. Customer with the 20XX car/truck? Mr. / Mrs. Customer which vehicle are you bringing in for service today? <i>*If there is more than one vehicle on the profile ask which one needs service*</i>
Cat 2 Q1	Restate Reason for the Call	Pricing: I would be more than happy to check the price of an oil change for you. Allow me a moment to check the price of an oil change Speak to an Advisor: May I have your advisors name? May I tell them your concern? <i>[wait for response]</i> Certainly, one moment and I will transfer you
Cat 2 Q2	Preferred Date / Time	What day and time works best for you?
Cat 2 Q3	Proactively Offer 2-3 Available Times	Mr. /Mrs. Customer I have 7, 8, or 9AM. What time would you prefer?
Cat 2 Q4	Effective and Tactful Probing	Oil Change: May I have the estimated mileage? Would you like to include a tire rotation? Noises Where's the noise coming from? Can you describe the noise? How long has this been an issue? Warning Lights What color is the light? Is it a steady light or a flashing light? Is the vehicle driving differently? Are you having drivability concerns?

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Cat 3 Q1	Offered Convenient Services (Transportation)	<p>When you drop your car off will, you have your own transportation.</p> <p>No.</p> <p>Would you like to use our complimentary shuttle or ride share service? [Yes. Give the radius and hours of operation]</p> <p>Will you be waiting? [Yes. Please take advantage of the free Wi-Fi and coffee while you wait]</p> <p>Will you need alternate transportation? [Yes. Offer Lyft ,Uber, Loaner, Rental as applicable and disclose policies]</p>
Cat 3 Q2	Disclosing Policy	<p>Based upon the transportation that was selected in Xtime the agent must fully disclose the applicable (not all just the one that applies) policy displayed in Xtime & or KB.</p>
Cat 3 Q3	Listened attentively; didn't interrupt; exhibited responsiveness is expressive; enthusiastic and eager to assist	<ul style="list-style-type: none"> ○ Actively listening to the customer: Responding to the information provided by the customer ○ Not over talking the customer: If this happens apologize and allow the customer to finish ○ Respond when spoken to: Don't ignore the customers inquiry or greeting ○ Be empathetic: Apply Emotional Intelligence - empathize with others, overcome challenges and defuse conflict. ○ Expressive: Smiling, laughing, gasping are all-expressive. ○ Enthusiastic and Eager to assist: Show that you are interested in assisting the customer
Cat 3 Q4	Referral Information	<ul style="list-style-type: none"> ○ Offered Roadside Assistance/Towing information to stranded, distressed or customers with disabled vehicles ○ Collision information was provided to customers with insurance claims due to wrecked, or damaged vehicles ○ Reviewed accessible warranty data to address inquiries ○ Reviewed VIN verify ○ Windshield replacement information was provided
Cat 3 Q5	Addressing by Name –	<ul style="list-style-type: none"> ○ [Name was confirmed] Is this Mr. Customer Name with the 2019 BMW 328i? ○ [Customer was addressed by name preferably using the last name twice] <ul style="list-style-type: none"> ○ Thank you for that information Mr. Customer. ○ 2. Mr. Customer Name do you have a preferred advisor?

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		<p>If the last name is too hard for you to pronounce then obtain permission to address the caller by their first name or ask them how to address them</p> <ul style="list-style-type: none"> ○ May I address you by your first name? On the other hand, May I call you Mr. K?
Cat 3 Q6	Professional Tone	<ul style="list-style-type: none"> ○ Spoke in a friendly, upbeat tone ○ Enthusiastic; remained professional; not combative ○ Used common courtesies i.e., please and thank you ○ Acknowledging the customer's concern i.e.; I heard you say ... ○ Showing empathy i.e., I understand; I would feel the same way... <ul style="list-style-type: none"> ○ I'm sorry to hear that...I understand how that feels
Cat 4 Q1	Scheduled Correctly	<ul style="list-style-type: none"> ○ Scheduled the concern using the correct service description ○ Using the dynamic word search to find the Best description available ○ Chose the correct advisor per Message of the day and Knowledge Base ○ Unspecified; no preference; teams ○ Correct transportation type was selected per customers' acceptance/acknowledgement
Cat 4 Q2	Hold Procedures	<p>May I place you on a brief hold while I....</p> <p>Upon returning to the customer make sure to <i>thank them for holding</i>. (Customer should be on hold no longer than 2 minutes.)</p>
Cat 4 Q3	Submit accurate follow up correspondence	Contact forms; SDC leadership emails
Cat 5 Q1	Summary	Informed them of their scheduled date, time, advisor, service (oil change or 20k service) was confirmed, email/txt confirmation was offered.
Cat 5 Q2	Closing	Thank you for calling (dealership).We appreciate your business.