



Subaru Service Mystery Shop Best Practice Guide

Inbound calls represent 80% of all Service Appointment requests. These best practices are designed to help you improve your Service Appointment Initiation processes. The most important consideration is to make sure your Service Representatives take the time to properly handle customer calls. Time-starved employees tend to rush through calls to move on to the next task. However, it is important for customer retention that all touch points result in an outstanding experience.

Call Routing

Scoring: 10 points will be awarded if the Service Toll Free Number rings straight to a Service Representative, if not, 0 points are given.

Best Practice: On your Subaru website there are individual toll free numbers listed for the Sales, Service, and Parts departments. The customer expects that a representative from the Service Department will answer when the Service number is called. Work with your phone provider to have this issue resolved if the call is not routed properly. Sometimes it's as simple as setting a phone to permanently forward calls to the service line.

Hold/Transfers

Scoring: 10 points will be awarded if there is no hold/transfer or only 1 transfer; 0 points will be given for 2 or more holds/transfers.

Best Practice: Have you ever been transferred multiple times while needing service for anything? Or put on hold numerous times? It is extremely frustrating from the customer standpoint and leads to a poor initial experience. If possible, visually check to see if a person is available before transferring a call to them. If your system allows “Warm Transfers” where you can stay on the phone with the guest to ensure the call goes through, that is best. Empowering and cross-training multiple staff members to handle appointment scheduling will also resolve this issue. Training staff members to use Schedule Connect through your website on behalf of the customer is another option that provides a great level of service.

Length of Time to Speak to a Service Representative

Scoring: 20 points will be awarded if a Service Representative is reached in 30 seconds or less; 10 points if reached from 31-60 seconds; 0 points for anything over a minute.

Best Practice: Speedy customer service is vital to making a good first impression of the service experience. In fact, JD Power indicated that customer CSI declines by 54 ppt. if the customer has to wait over a minute to speak to the proper representative to schedule their appointment. Once again if the call is not routed directly to a Service Representative check to see if the Representative is available before transferring, and make it a Warm Transfer if possible. If necessary, placing the customer on hold and paging for service is another option, just ask the customer if it is o.k. that you place them on hold. For example, you should say “Is it o.k. if I place you on a brief hold while I page Service for you?”

Did the Service Representative Obtain the Customer’s Full Name?

Scoring: 5 points are awarded for obtaining the customer’s full name; 0 points if not obtained

Best Practice: Obtaining a customer’s full name will ensure that you are scheduling the appointment for the correct customer. Ask them if this is their first time working with your store, that way you know if you need to add them in your system or not. Creating duplicate entries in your system can complicate obtaining a customer’s service history data.

Did the Service Representative Obtain the Customer’s Email?

Scoring: 10 points are awarded for obtaining the customer’s email address; 0 points if not obtained.

Best Practice: Many scheduling systems are able to send an automated appointment reminder to a customer’s email. A customer’s email is also used for marketing purposes so a customer can receive valuable service coupons and offers. Spelling errors are common when obtaining emails, make sure you repeat the email back to the customer to verify it is correct.

Did the Service Representative Obtain the Customer’s Phone Number?

Scoring: 5 points are awarded for obtaining the customer’s phone number; 0 points if not obtained

Best Practice: Confirming an appointment increases the show rate for appointments. If there is a need to cancel or re-schedule a customer’s appointment, having a phone number is crucial in this scenario. This is another piece of contact information you should repeat back to a customer to verify it is correct.

Did the Service Representative Provide His/Her Full Name?

Scoring: 5 points are awarded for providing your full name; 0 points if not provided

Best Practice: Customer's prefer to work with a single point of contact. Providing your full name gives them assurance that you are taking care of them, and gives them someone they are comfortable asking for should they need to contact the store for anything.

Did the Service Representative Provide His/Her Contact Info?

Scoring: 5 points are awarded for providing your contact information; 0 points if not provided

Best Practice: As mentioned a customer prefers to work with a single point of contact when a relationship is built with a representative. Make sure you provide your contact information for the customer just in case they would like to contact you. It is best to send an email with your contact information and arrival instructions.

The Earliest Available Appointment

Scoring: 10 points are awarded if you are able to schedule the customer on the same day, or the next day; 2 days is 5 points; 3 days or more will earn no points.

Best Practice: It should definitely be a goal to make sure you can schedule a customer within 2 days. We realize that this may not always be possible. Having an appointment process will improve the workflow of your service department. Utilizing the Subaru Service Loaner Program allows you to manage your workflow as well, by allowing you to get a customer in sooner than your workflow might allow.

Did the Service Representative Provide Arrival Instructions?

Scoring: 5 points are awarded if arrival instructions are provided; 0 points if not provided

Best Practice: Do you have a service drive with automatic doors? Is a customer supposed to park outside and walk in? Make the guest feel comfortable by advising where to pull up and what to do when they come in for service. Do you have automatic doors where you have to pull up really close (within 2 feet) for them to open? Let them know!

Did the Service Representative Provide Helpful Advice?

Scoring: 5 points are awarded if helpful advice is given; 0 points if not provided

Best Practice: There are instances where your advice is needed so a customer is better prepared for the service visit. If there is an issue with a key or remote, odds are that you will need all keys and remotes to complete the repair; a customer will not know this. Are they going to be waiting for you to complete a major maintenance? Advise how long it will take, a customer might not know that a 60,000-mile maintenance and brake job will take 3.5 hours.

Was the Service Representative Focused on Customer Needs?

Scoring: 5 points are awarded if you show you are focused on the customer's needs; 0 points if not.

Best Practice: Make sure you are giving the customer 100% of your attention when you are on the phone with them. Stay focused on the customers' needs and concerns. Answer all of their questions and take their concerns seriously.

Overall Friendliness of Service Representative

Scoring: 5 points are awarded if you meet the expectations of being friendly; 5 points will be deducted if you sound abrupt or are being rude.

Best Practice: Smiles are contagious, keep a friendly tone and assure the customer that you are going to help them with their needs and concerns. We understand that you are dealing with customer's that could be upset that there is an issue with their vehicle. Don't ever take it personally, just advise that you are there to help and remain positive.

Extra Credit

Scoring: 10 points are awarded if you follow-up with any calls or emails

Best Practice: As mentioned you can email a customer your contact information along with arrival instructions for their visit. A follow up phone call reminding them of their appointment is helpful and will also improve show rates for appointments.

Scoring Penalty

Scoring: The entire shop will be scored a 0 if the call is routed to a voicemail or if the guest is on hold longer than 3 minutes.