

# AS SEEN IN

## CANADIAN AUTOWORLD

### ‘Delighted’ customer service is more than just free Wi-Fi



**Ian Reilly**  
EXECUTIVE  
COLUMNIST

In the new normal of automotive retailing, today's consumers continue to push for a changed retail experience at the dealership, in large part influenced by their experiences at other retailers.

A recent J.D. Power Canadian Customer Service study adds another data point: "From scheduling appointments to interacting with the service advisor to staying connected via unobstructed Wi-Fi access, customers expect these services from their local coffee shop, so why wouldn't they expect the same of their dealership or aftermarket service facility?"

What the study doesn't fully address is how delivering on customer expectations hinges on implementing the right technologies that enable service personnel to work more efficiently and act with more precision to deliver a more rewarding, more connected experience to customers – and results for dealers.

Are you delivering the convenient and rewarding customer experience that car owners expect when they schedule a service appointment?

Nearly three in four customers schedule service by phone. Does your staff have the complete customer record at their fingertips to provide better customer service?

If the service advisor greeted customers immediately on arrival, overall customer satisfaction rose by as much as 44



points. Have you invested in technologies that support a personalized greeting for every service customer and that notify the advisor of the arrival for speedier reception?

The use of tablet computers by service advisors also appeared to build consumer confidence. More than 60 per cent of customers purchased additional recommended work if the service advisor used a tablet device during the visit.

Yet, only one in five respondents said the advisor did.

Are your advisors equipped with tablets that enable them to perform an inspection, present recommended services and complete RO write-up all at the vehicle?

If you've invested in free Wi-Fi in the customer lounge, have you also invested in technology that informs waiting

customers of their vehicle repair status?

If customers are not waiting at the dealership, have you invested in technology that provides status updates by email or text? Can they pay online to reduce time spent at the cashier window?

It's these kinds of technology investments that pay off in creating what J.D. Power calls "delighted" customers.

And, as the survey results show, delighted customers are the ones who are more likely to keep coming back to the dealership's service department for future paid service work and to spend more money at each of those visits. **AW**

*Ian Reilly is the V-P of sales at Reynolds Canada*