



JIM SKEANS CONSULTING GROUP LLC AUTOMOTIVE MANAGEMENT CONSULTING

10 Lawrence Spring Dr, Clarksburg, NJ 08510
<http://jimskeans.com/> E-mail jimskeans@jimskeans.com 732.863.0054

Use the technology you already own to help improve CSI scores – no customer left behind!

There is no CSI score over 100% and unless you are at 100% forget about exceeding expectations. Let's focus on meeting expectations first.

I know that you know this but I have to say it anyway, the purpose of customer satisfaction indexing scoring systems is not to simply score high. The value of the CSI systems is their ability to provide to you, in detail, how your customers see your products and services, allowing you in turn to make adjustments that are required to improve your customer's satisfaction and keep them from deflecting to your competitors.

The other day a dealer client said to me "at our dealership we strive to exceed our customer's expectations". Sounds great, an admiral goal and a wonderful sounding slogan but, let's not forget that there is no score over 100% and unless you are at 100% forget about exceeding expectations. Let's focus on meeting expectations first by implementing solid, proven customer retention practices.

- ✓ Establish management commitment and make sure every employee's goal is that all of your customers are 100% satisfied

My first recommendation is that you establish and with certainty "managements commitment" with an official dealership position that a score of less than 100% represents a "customer complaint" and as such must be resolved quickly with the resolution producing a 100% satisfied customer. This is what I call the "no customers left behind" policy.

Everyone in your dealership must accept that the customer is the boss and it is everyone's responsibility to find and eliminate the things that cause less than 100% CSI scores. Everything from employee attitudes to company policy and procedures is fair game.

- ✓ Link customer satisfaction scores to employee and management monetary incentives

Hopefully you have already taken the critical step of linking CSI scores to employee and management compensation. Having a CSI element in pay plans provides undisputed

goals, establishes real value and brings the employee into the game and clearly substantiates the rules it is played by. Good performance based pay plans all contain a CSI component. If 100% CSI performance is not responsible for at least 20% of the pay consider adjusting the plan. Please understand I am not talking about adding more pay. What I recommend is that whatever the position pays that 20% of that is based on a CSI score of 100%.

- ✓ Incorporation of customer satisfaction skills into employee training programs

Another important practice is providing training programs for all staff who have contact with customers and for those who support those direct contact people. Without training you cannot be sure the employee possesses the knowledge and skills required to accomplish the goal of attaining a CSI score of 100%.

My point is that with your CSI report in hand you have only the beginning component of a complete process. Putting this valuable research to work requires implementing the corrective and maintenance portions of the process.

- ✓ Establish operational procedures for identifying individual customers to your staff who were not 100% satisfied so that corrective action can be taken.
- ✓ Establish operational procedures for identifying individual customers to your staff who reported 100% satisfaction and thank them for the acknowledgement

These last two points is where this months DMS instructions come in.

The problem that this months DMS addresses is that CSI researched information, regardless of the source, your own surveys or the manufactures, is difficult to translate directly into improvements with individual customer's satisfaction.

The idea is to use your computer system to help identify these customers the next time they come in for service, in this way, the service advisor is (by default, your dealerships customer relations officer) notified how a particular customer scored the dealership. This enables the service advisor to either personally thank the customer for the excellent score, or diplomatically (they are trained on this, right?) find out where things went wrong and make sure the problem is fixed.

In this way, one customer at a time you are on your way to 100% customer satisfaction.

For ADAM-Systems Users

In the ADAM Windows service system each vehicle record has a "NOTES" field which is used to hold any miscellaneous information about the customer and/or their vehicle that the dealership wants to enter. This field does not print on the work order or invoice but is available for viewing each time the record is accessed or a work order is created on that vehicle. The customer's actual CSI score or any wording the dealership desires can be placed in this are and will be available to the service writer when creating a work order for that customer. The Service Writer can also update the field with any additional

information they might gather during the write up process. *Submitted by John Miskell of ADAM-Systems*

For ADP Users

Set up two service operations codes. One named “THANKS” which displays “Thanks for your last CSI score” and the other named “CSI” which displays “Update customer on CSI scoring”. The system has the capability of holding a quote for a customer without an appointment. If a customer makes all excellent on the CSI report, then you set up a quote with the op code “THANKS”. If a customer gives you a bad score, you need to set up a quote with the op code “CSI”. The next time the customer calls for an appointment, the quote is pulled to the appointment, which is printed on the pre-work order. Set up the op code in Add or Change Appointments for a vehicle. A quote is used to build service requests and estimates for a vehicle with scheduling the work. Roll a quote into an appointment by changing the Appt/Quote field from “Q” (Quote) to “A” (Appointment). Roll quotes into repairs orders by using function Display appointments/quotes (DA).

Submitted by Jim Skeans of Jim Skeans Consulting Group LLC

For ARKONA Users

On the ARKONA system, you can store a CSI score, CSI date, and CSI history in the CSI area on the Customer Value screen. This screen is easily accessed when heading up an RO or appointment. When starting a repair order or appointment, select the customer and use function F22=Customer Notes and CV to display the most recent CSI score. Use F4 to see the CSI history, update the score, or enter CSI comments. All CSI scores are stored with the comments in the CSI history for future reference. *Submitted by Jim Jensen Product Manager ARKONA*

For Reynolds + Reynolds Users

In service invoicing (3600), choose select customer information, as well as the customer and the vehicle for the score we are recording, and then select “C” comment. In an available comment line, type “Thanks for your last CSI score” if you received an all excellent score or “Update customer on CSI scoring” for customers who gave you a bad score. Now, when opening an appointment or RO for a returning customer, the comment screen automatically displays and the advisor is notified of the score. *Submitted by Jim Skeans of Jim Skeans Consulting Group LLC*

Jim Skeans is the president of Jim Skeans Consulting Group LLC and has been in the automobile business for more than 35 years. Jim is a former senior consultant for an international automotive consulting group and has served in all of the traditional dealership management and staff positions as well as director position with a large national dealership group.