

Sample MotorSports Process Map

Dealerships with written process maps have far greater success fixing things right the first time, being profitable, gaining customer loyalty, and getting the entire team to work together in a cohesive way.

Below is a sample process map. Get your team to help you customize your shop's "Road to the Repair" based on your dealership's needs. Review this information with all new hires and with the entire team seasonally to make adjustments where needed.

Place your process map in a highly visible place so all team members can see it and refer to it whenever a situation in the shop goes sideways. The process map is a living document that should be adjusted regularly based on your changing shop needs.

Scheduling and Initial Communication

- Make a positive first impression on the phone and in person.
- Uncover customer expectations and make sure they are realistic.
- Put yourself in the customer's shoes and convey empathy.
- Create a repair estimate.
- Prioritize work fairly on a visual scheduling system.
- Pre-write the RO and check unit history.
- Check on any recalls or Service to Bulletins.
- Agree storewide on *who* can schedule work.
- Know your shop and storage capacity.
- Check on parts availability before the unit arrives whenever possible.
- Get complete customer and product information.
- Ask for ALL concerns to create an accurate estimate and to properly schedule.
- Allow time for emergencies in the schedule.
- Block out extra time during sales events, training, vacations, etc.
- Verify warranty, extended warranty and service contract status.
- Inform customer about any diagnostic or estimate fees.
- Never 'promise' anything that is not 100% within your control.
- Never diagnose complaints over the phone.
- Return all messages promptly.

Write-up

- Use solid communication skills – LUV (Listen, Understand, Verify).
- Get as much information from the customer as possible.
- Perform a walk-around of every service unit to look for additional sales and liability issues.
- Use a service diagnostics form to capture concerns in the customer's words: "Customer states...".

- Note 'FFV' on the repair order, the service schedule pad, or the scheduling system and even on the unit if it is a comeback.
- Get all phone numbers and e-mails for contacting customer – determine best way to contact.
- Set a call-back time and document it to ensure follow through.
- Enter the customer's primary concern on line one of the repair order.
- Ask if there is "anything else?"
- Take enough time to do a proper write-up.
- Educate the customer and use language they understand.
- Verify all customer and unit information.
- Estimate the repair costs.
- Get an authorized signature.
- Get the keys, locks, remotes, etc. and make sure the customer removes valuables.
- Suggest additional or scheduled maintenance as required by mileage or hours and usage type.
- Use this opportunity to develop, or strengthen a trusting relationship with the customer
- Enter information on the service schedule pad or in the scheduling system.

Repair

- Know your technician's skill levels and working pace.
- Use a dispatch guide sheet when unsure.
- Know your tech's most and least favorite jobs.
- Spread 'gravy' work fairly.
- Get parts pulled proactively.
- Have RO's readily accessible and organized.
- Make sure all parts are available before the job is started.
- Make sure all work is properly approved for enough time.
- Bill all parts and sublet work properly to each RO.
- Communicate any issues or delays.
- Review the schedule, confirm the time needed, and have the next jobs staged where possible.
- Pull needed parts the night before and stage the next day's units.
- Use all available diagnostic tools, including service manuals and Technical Update books, Tech Bulletins, etc..
- Duplicate the customer's concern.
- Keep the customer informed, even when there is no progress.
- Install all new parts and retain old parts for customer inspection, and for warranty when applicable.
- Communicate if you are "in over your head", or if something goes wrong.
- Make sure all parts and labor are properly billed to the proper RO.
- Treat the customer's property with respect and care.
- Document the RO with the 3 C's - Concern, Cause, and Correction.

- Write a complete parts request.
- Look for additional work AFTER you have diagnosed the primary concern.

Quality Control

- Quality check your own work using the same diagnostic that was originally used.
- Quality Control is EVERYONE's job.
- The first QC person is the technician working on the unit.
- Make sure the fix performed takes care of the customer's concern.
- Make sure the unit is clean.
- Remove all shop rags, tools, manuals, etc.
- QC the RO - All parts, labor, and sublet work is billed properly.
- QC the RO – The final bill is lower than the original estimate- even if only by a dollar!
- QC the RO - All needed warranty information is documented.
- QC the RO - All line-items on the RO have been addressed with the 3 C's documented (Concern, Cause, Correction).
- Utilize an internal QC form.

Delivery

- Call the customer and *Pre-deliver* the unit over the phone.
- Give the total bill, to the penny, including any and all tax, shop fees, storage, etc.
- Make sure the final bill is LOWER than the initial or revised estimate given to the customer during the repair- even if only a dollar.
- Be prepared to answer any questions about the repair or bill.
- Set expectations for the customer, for example- the unit may react or respond in some different manner after the repair- it must perform properly, unless the customer chooses to not have some procedure performed. Document this type of situation CLEARLY and CONCISELY on the RO.
- Arrange for the pick-up, delivery or for paid-storage of the unit.
- Thank the customer for their business.
- Inform them of your follow-up program – someone will call you, or get a card in the mail, etc.
- Give customer copies of all RO's, invoices, etc.
- Collect the money.
- Discuss upcoming scheduled maintenance needs on their unit.
- Estimate upcoming maintenance, or service work that has been delayed or postponed.
- Have a dedicated spot for all paperwork, keys, etc.
- Educate the customer on any special needs regarding transporting the unit – trailering, tie-downs, etc.

Follow up

- Use a consistent follow up method with all service customers (phone, text, etc.)
- Determine who will be responsible for doing follow up.

- Track Fixed First Visit (comebacks).
- Ask if everything was done to the customer's complete satisfaction.
- If yes, thank them for the opportunity to serve them and for their loyalty – let them know you truly appreciate their business.
- If no, find out what happened – fix the customer, then fix the problem.
- Be aware of any future service the customer may have scheduled, and of any discussions about scheduled maintenance, or postponed service work that took place during the delivery.
- Prepare estimates for needed work or upcoming scheduled maintenance.
- Thank the customer for any comments, positive and negative. Thank them for their honest feedback and assure them action will be taken.
- Use appropriate conflict resolution and customer retention techniques.
- Discuss follow up results on a weekly basis in team meetings.