

THE SERVICE REMINDER



The following templates should be sent to customers to remind customers of their annual service.

THE SERVICE REMINDER PHONE CALL

The Service Advisor should cover the following points when making the outbound phone call:

- Give the customer your name, department and dealership name.
- Explain the purpose of your call, that according to your records the customer car is due for an annual service.
- Ask if they would like to book a service appointment.
- Handle any objections and remind the customer that...
 - Having their car serviced regularly, in accordance with the recommendations of the scheduled maintenance chart in the owner's handbook, is the best way to maintain maximum protection under warranty.
 - Servicing at a [make] dealership will ensure the car's service is performed by [make] trained technicians, using the latest tools and diagnostic equipment, and that the car will receive only [make] Genuine Parts.
 - This will also protect the car's resale value.
 - Explain that you are competitively priced.
- Ask again if the customer would like to book an appointment.
- Book the appointment and explain that an appointment reminder will be sent by [text/email/phone call] 24-48hrs prior to the appointment.
- Thank the customer for their time to conclude the call.

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The following templates should be sent to customers to remind customers of their annual service.

LETTER TEMPLATE

[insert customer name]

[insert customer address]

[insert date]

Annual Service Reminder

Dear [insert customer salutation]

According to our records your [make] [model], registration number [reg no] is due for an annual service.

Having your car serviced regularly, in accordance with the recommendations of the scheduled maintenance chart in the owner's handbook, is essential to maintain maximum protection under warranty and ensure your car's value is protected.

Your car is the product of [make's] use of proven engineering, exhaustive testing, and continuous striving for superior reliability, safety and performance. At [dealership], the workshop and MOT station has all of the latest specialist [make] tools and diagnostic equipment. Our trained [make] technicians use only Genuine Parts, each with a 2 year* unlimited mileage warranty. As such, by having your car serviced with us, you can enjoy peace of mind, confident your car is in the best possible hands.

Please contact our Aftersales department on [contact number] from [business opening hours] to book your car's service. Don't settle for anything less.

Yours sincerely

[insert staff name], [insert staff name],

[insert position]

*Terms & conditions apply, see [dealership website] for more details

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The following templates should be sent to customers to remind customers of their annual service.

EMAIL TEMPLATE

Subject: **Annual Service Reminder**

Dear [insert customer salutation]

According to our records your [make] [model], registration number [reg no] is due for an annual service.

Having your car serviced regularly, in accordance with the recommendations of the scheduled maintenance chart in the owner's handbook, is essential to maintain maximum protection under warranty and ensure your car's value is protected.

Your car is the product of [make's] use of proven engineering, exhaustive testing, and continuous striving for superior reliability, safety and performance. At [dealership], the workshop and MOT station has all of the latest specialist [make] tools and diagnostic equipment. Our trained [make] technicians use only Genuine Parts, each with a 2 year* unlimited mileage warranty. As such, by having your car serviced with us, you can enjoy peace of mind, confident your car is in the best possible hands.

Please contact our Aftersales department on [contact number] from [business opening hours] to book your car's service. Don't settle for anything less.

Yours sincerely

[insert staff name], [insert staff name],

[insert position]

TEXT TEMPLATE

Your [make] is due its annual service. Call [dealership] now on [tel number] to benefit from [make] expertise & superior service & performance standards.

*Terms & conditions apply, see [dealership website] for more details

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The following templates should be sent to customers to remind customers of their annual service.

PRE-SERVICE APPOINTMENT PHONECALL

The call should cover the following points:

- Give the customer your name, department and dealership name.
- Confirm the date and time of the service appointment.
- Confirm the work to be carried out e.g. annual service.
- Confirm any recall / upsell opportunities identified since initial booking e.g. any amber work not carried out at the last service.
- Ask *"Is there anything else that you would like us to look at?"*
- Confirm the car is taxed or check on the DVLA web-site.
- Explain where the customer needs to park on arrival, and where to find the service desk in the dealership.
- Explain how long the car is needed for and confirm they will receive a phone call when it is ready to be collected.
- Remind customer to bring service book and locking wheel nut key with them.
- Confirm the name of the person who will look after them on arrival.
- Emphasise the importance of being on time.

"Ok your appointment is at 08.20am. I have appointments every 15mins so we ask that you arrive 5 mins early to make sure that we can offer the best possible service to every customer.

And we do a great fresh coffee! See you at 08.15 tomorrow."

- Follow up with a confirmation text / email.