

Are you retaining your clients?

- ✓ Are you losing your clients to other dealerships?
- ✓ Do your clients bring in referrals?
- ✓ Do you have a high level of repeat sold business?
- ✓ Are you getting Factory recognition?
- ✓ Will the quality of your service enable your customers to pay more on future purchases?

Tango can help you raise your CSI.

The morning after your service customers pick up their vehicles, **Tango** has already scheduled follow-up activities for them. You control the nature of the activities and the time frame appropriate for each customer. For instance, a letter the next day or a call after 3 days, the program is fully customizable. Here are some examples of customized activities **Tango** can program for you.

For your "customer pay" clients:

- ✓ Calls when the service charge amounts to \$250 and over (any amount can be configured) and letters to the others.
- ✓ Special activities planned for specific job codes.
- ✓ Special calls to customers with large repair estimates. Would they rather trade?

For "warranty repair" orders:

Activities can be tailored to meet any specific warranty requirements. Remember that manufacturers are concerned about the CSI level too. Quite often, they try to find out on their own about "warranty repair" customers CSI level and consequently reward dealerships for having good marks.

Improve your existing marketing process.

Tango's Service Reports will be of great help when you need to evaluate the effectiveness of your service retention strategy. Not only will the reports provide you with the results on the calling effort of your personnel, but also they will supply you with statistics showing an actual % of sales of service appointments. Furthermore, they will provide you with statistics showing the probability of eventual sales (Fig. 11 and 12).

Think of the advantages of working with knowledge of a customer's behavior and needs.

Think of the advantages of knowing about the real performance of your personnel.

Was your Service Consultant able to give you an estimate? If Customer Pay:

Was the cost close to the estimate given? If Customer Pay:

Was a full explanation given of work to be done?

When you picked up the vehicle, was it ready on time?

Was it fixed right when you picked it up?

I see here that you currently do not have an Extended Service Agreement! Would keeping the cost of your future service down interest you?

What would be a good time to have a business Manager call to speak to you regarding the special: Time: User:

Would you say you are completely satisfied?

Would you recommend Management Technologies Inc. to your friends as a good place to do business?

And who would that be? Name: Phone:

Address:

Remember to thank the customer after each phone call !

City: Pasadena Zip: 90505 County: Del.date/mileag: 99-07-13

Summary Fields Notes Contacts Profiles Referrals Pending History Links

CSI Run Date: Mar 7, 00 Service Follow-Up Results: CSI Index: COM [Comple

Serv.Expt: 5 Estimate?: No Ready on Time: No
 Prompt: Yes Cost OK: Yes Fixed Right: Yes
 Courteous: Yes Explanation: No Ext.Service: Yes
 Reference: Yes Prospect Name: Chuck DePalma Phone: (555)555-1212
 Address: 456, University Street
 Complaint:

Answers are saved for future reference and reports. You will know more about your customers than you ever have.

