

# Proposed CSI Process (Service)

This is a successfully proven four (4) step process involving Service Advisors, Management, and Administrative Personnel. Step 1 involves the Advisor making regular status calls to the customer; Step 2 involves the interactive (Advisor and Customer) completion of a dealership internal survey form; Step 3 requires an administrative person to send CSI Letter 1 (attached); Step 4 requires Management to monitor completed Manufacturer surveys on a daily basis, compare actual results against expected results, and respond appropriately.

The Rubber Stamp (shown at right) is imprinted on the advisor's working copy of the R.O. The advisor is expected to make three (3) daily status calls to the customer. The cashier indicates whether Active Delivery occurs and initials where indicated.

Status Calls Made	
10:00 AM	_____
2:00 PM	_____
4:00 PM	_____
Active Delivery	
Yes	___ No ___ C/I ___

Following is a two part NCR form. During Active Delivery, the Service Advisor completes the salutation following "Dear...." and asks the customer to circle and initial his level of service satisfaction. If the customer indicates a "Failing Grade", the Service Manager (or Fixed Operations Director) is immediately notified and expected to resolve any issues "On the Spot", prior to the customer exiting the dealership from the cashier's station. Both copies are retained by Administration.

Dear \_\_\_\_\_

Thank you for choosing **XYZ Motor Sales** for your service needs. We want you to be completely satisfied with our service department. If for any reason you cannot answer completely satisfied, please let us know what we can do to better serve you. You may soon receive a survey from (Manufacturer). **Question # 16** asks, "*Based on your service visit, were you completely satisfied with XYZ Motor Sales?*"

100% To 81%	71% To 80%	51% To 70%	26% To 50%	0% To 25%
Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied

**Passing Grade**

X \_\_\_\_\_

**Failing Grade**

**Please Don't Forget To Mail In Your Survey!**

The original copy of the survey form is permanently retained by the dealership. The second copy is "attached" to CSI Letter 1, which is mailed approximately ten (10) days prior to the customer's estimated receipt of the Manufacturer CSI Survey.

# *CSI Letter 1*

**Mailed Ten (10) Days Prior to Estimated Customer's Receipt of Manufacturer Survey; Copy of Internal Survey (Completed during Active Delivery) is Attached To This Letter.**

**(On Dealership Letterhead)**

January 27, 2007

Mrs. Keith Dunford  
714 Vista Montana  
San Jose, California 95134

Dear Mrs. Dunford,

I would like to take this opportunity to personally Thank You for having your vehicle serviced at [XYZ Motor Sales](#). The top priority of the Service Team at [XYZ Motor Sales](#) is Customer Satisfaction.

You may soon receive a survey concerning your service experience. This is my Team's Report Card. **Question #16** asks if you were **Completely Satisfied**. Anything less than a checkmark in this box will be a failing grade for my Service Team. If for any reason you do not feel you can give my Team a **Completely Satisfied** on **Question #16**, please contact me personally.

We take great pride in taking care of each of our Customers as individuals. We also know that, in this day and age, everyone is constantly surveyed. We appreciate you taking the time to complete and mail your survey, and we will appreciate your taking the time to contact me if you are not comfortable giving us a **Completely Satisfied** mark on **Question #16** of the survey.

Thank you very much for your business.

Sincerely,

Tony Fixemright  
Service Director  
XYZ Motor Sales  
(Direct Phone #)  
Email Address