

VPU-006

Achieving Complete Customer Satisfaction

Professional Business Management Seminar

Highlights:

Achieving Complete Customer Satisfaction teaches how to identify what customers really want and how to make certain *they get it*. There is a huge difference between a satisfied customer and a completely satisfied customer when referring a collision center to others. Students master the six repetitive steps in achieving complete customer satisfaction: arrival and greeting, reviewing the insurance estimate with the vehicle owner, drop off, proactive vehicle status communication, active delivery, and post delivery follow-up. And just like any action plan for improvement, there is a process to measure and track results.

Who Should Attend:

Collision Center Managers, Damage Writers, Customer Service Representatives, Production Managers and Coordinators

Key Points:

- Identify the difference between satisfied customers and completely satisfied customers
- Master the six repetitive steps in achieving complete customer satisfaction
- Assess customer satisfaction
- Use satisfied customers as referral sources
- Effectively utilize VisionPLUS® OnLine to improve performance

Learning Objectives:

Upon successful completion, participants should be able to:

1. Understand and meet customer's needs.
2. Utilize interaction opportunities to achieve complete customer satisfaction.
3. Measure customer satisfaction and understand the value of it.

