

Educational Service

This course is designed to assist in establishing operating procedures that will enable any shop to perform collision repairs “Right the First Time, On Time, with Exemplary Service”.

“I would have to say that my staff have definitely benefited. Our front office manager just returned from one of the classes. She got more ideas than she knew what to do with!”

*Robert H. Jones, Jr.
Owner
R Jones Collision
Des Moines, IA*

THE CUSTOMER SERVICE REPRESENTATIVE

(8 hours)

Target Audience

Customer Service Representative, Office Manager and Estimator

Are You Experiencing:

- Lack of office organization
- Overload of administrative work
- Shortage of time for your office staff
- Difficulty communicating with your employees
- Lack of consistency in your file management process
- Concerns about customer satisfaction
- Missed delivery dates
- Abundance of accounts receivable

All customers have needs. It’s no secret that when a customer walks into a collision shop, their primary need is to have the vehicle repaired. Other needs may include a rental car, warranty, timely repair, etc. This course focuses on the body shop’s ability to satisfy the customer’s unspoken needs – the need for professionalism, organization, information, etc. The #1 complaint of customers in any industry usually isn’t quality! This course will help attendees establish procedures to process customer files efficiently and effectively.

This Course Will Provide Best Practices for:

- Greeting and gathering quality customer information
- Scheduling incoming jobs
- Checking in customer vehicles
- Communicating with Customers regarding the status of their vehicle
- Documenting all relative contacts
- Pre-closing repair order files
- Collecting all monies due

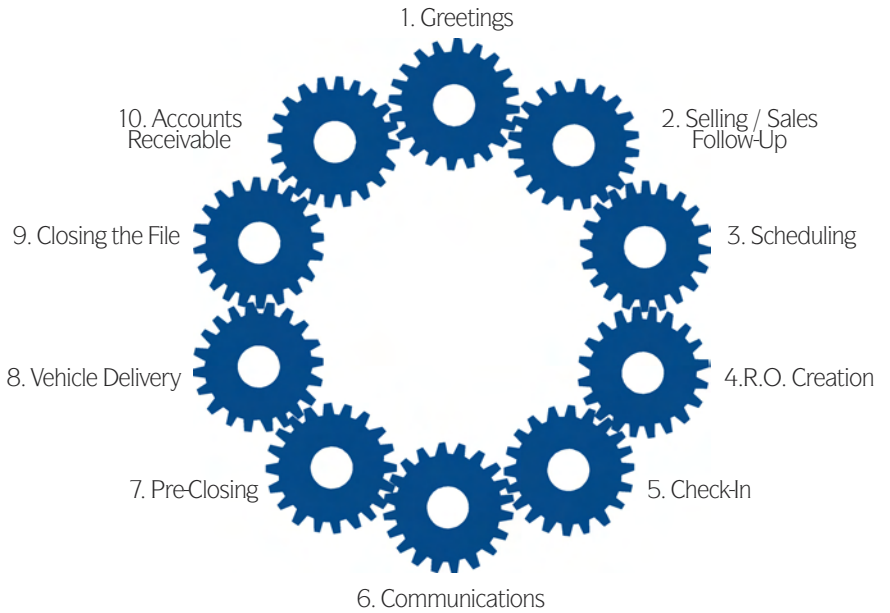
Why We Are Different!

We understand the value of your team’s time and the need to keep your staff in the repair facility maintaining production. Therefore, most classes are modular in format and delivered locally.

Instructors are Akzo Nobel employees whose only responsibility is business improvement for our customers. This interprets into great depth of knowledge and increased learning for students.



The Customer Service Representative



Investment Analysis*

The Customer Service Representative

Assumptions

Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

Profit Drivers	Service Impact	Monthly Profit Change
Sales	1.0%	\$390.00
Efficiency**	N/A	\$0.00
Direct Cost (as a % of sales)	-0.15%	\$150.00
Overhead Expense (as a % of sales)	N/A	\$0.00
<i>Total</i>		<i>\$540.00</i>

Investment

Service Cost	\$0.00
Salary & Benefits (service execution)	\$300.00
Travel	\$100.00
Salary & Benefits (implementation)	\$900.00
Other Implementation Costs	\$500.00
<i>Total</i>	<i>\$1,800.00</i>

Your Potential Return on Investment

Annual Operating Income Improvement	\$6,480.00
Investment	\$1,800.00
Return on Investment (\$)	\$4,680.00
Return on Investment (%)	260%
Investment Breakeven in Business Days	70



* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.
 ** Profit improvement from an increase in efficiency is expressed through an increase in sales.