

This half day workshop is an educational approach to customer retention: to focus past the concept of “Customer Satisfaction” with an advanced objective of “Customer Loyalty” improvement.

Your ASM’s will understand exactly how they impact CSI performance in your store by focusing on what they can *exclusively* and *directly* control in the buying process- **ASMI**.

ASMI or Assistant Service Managers Index is the true “report card” for the ASM because the index is simply how they *directly* impact the customer’s buying experience and is comprised of the following questions from the Toyota Service Satisfaction Survey:

- ❖ **Promptness of Greeting**
- ❖ **Courtesy of Service Advisor**
- ❖ **Effort to Understand Service Needs**
- ❖ **Recommended Appropriate Work**
- ❖ **Explanation of Work/Cost/Time Required**
- ❖ **Completed all Requested Work**
- ❖ **Work Completed Within Time Promised**
- ❖ **Explanation of Costs**
- ❖ **Explanation of Work Done**



Key Focus Points:

- Understanding customer expectations – not chasing scores and colors
- Connecting the Service process with customer expectations
- Ability to effectively communicate with the customer using L.A.C.E.
- Understanding and awareness of what is required to provide world class service experience

Who should attend:

- Assistant Service Managers
- Cashiers
- Service Managers
- Customer Relations Managers