

Best Practices

Using ServiceAdvantage menus in the service lane

You can begin using the menus immediately. Menus create consistent maintenance recommendations in a professional manner to every customer, every time.

PRINT THE MENU AS A SALES TOOL

Prior to customer's arrival when an appointment is scheduled

Upon customer's arrival prior to presenting recommended services

For next visit prior to customer leaving

As part of new car sales for the first service visit

EMAIL THE MENU AS A MARKETING TOOL

Prior to customer's arrival when an appointment is scheduled

To notify customer of services needed after customer drops off vehicle for service

As part of new car sales – for the first service visit

When customer calls prior to appointment to find out what services are needed

Include an appointment reminder with the email

CREATE THE MENU AS A RESOURCE TOOL

Upon customer's arrival prior to presenting recommended services

When customer calls prior to appointment to find out what services are needed

When customer calls shopping prices for an oil change

Reviewing usage of ServiceAdvantage

Regular review of ServiceAdvantage usage will ensure customers are receiving a consistent, professional message across all advisors.

REVIEW USAGE ON A WEEKLY BASIS

Run usage reports to understand which advisors are creating menus and which services are being offered

Discuss ServiceAdvantage with each advisor

- Review usage - number of menus created and printed
- Declined services
- Feedback received from customers
- Are all pricing and services correct?

Don't forget!

- ❖ Create menus using the VIN to get the most specific recommendations.
- ❖ Every vehicle – every time! Even if the menu will not be printed, it is a great resource for maintenance schedules specific to make, model and year from the owner's manual.
- ❖ Login to ServiceAdvantage in the morning, then minimize throughout the day.
- ❖ Run menus as a reference tool and allow customers to see your screen – helps build customer trust.

OEConnection is here to help!

Our goal is to help you successfully incorporate ServiceAdvantage into your service department's daily operations. Please contact our Customer Care Team at 888-776-5792, ext 2, option 3 with any questions you may have. We're available Monday – Friday, 8am – 8pm ET to take your call!