



Professional Business Management Seminar

Achieving Complete Customer Satisfaction

Highlights:

For most collision centers, over 80% of their business comes as a result of referrals and repeat customers. However, there is a huge difference between a satisfied customer and a "completely" satisfied customer when it comes to referring your Collision Center to others.

In *Achieving Complete Customer Satisfaction* you will learn how to identify what your customers really want and how to make certain they get it.

We will review the six repetitive steps in achieving complete customer satisfaction: arrival and greeting, reviewing the insurance estimate with the vehicle, drop off, proactive vehicle status communication, active delivery, and post delivery follow-up.

Finally, we will measure and track the results.

Who Should Attend:

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

Key Points:

- The difference between satisfied customers and completely satisfied customers
- The six repetitive steps in achieving complete customer satisfaction
- Assessing customer satisfaction
- Using Satisfied customers as referral sources
- Effectively utilize VPOL to improve performance

Presented by:
Bernie Blickenstaff
Collision Management Services, Inc.

Cost: \$150.00 per person

Seating is Limited!

**Call your local distributor or
BASF Representative to
reserve your space.**

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