

# CONTENTS

Sr. No.	Topic	Page No.
<b>1.</b>	<b>SERVICE INITIATION</b>	<b>1</b>
i)	Online Appointment System	1
ii)	Vehicle booking by SMS for all customers	2
iii)	Three lane receiving of vehicles	3
<b>2.</b>	<b>SERVICE ADVISOR</b>	<b>4</b>
i)	Ready reckonor for charges	4
ii)	Periodic maintenance & inspection schedule	5
iii)	Underbody inspection during Mega Camps	6
iv)	Labour charges details on pick-up slip	7
<b>3.</b>	<b>IN-SERVICE EXPERIENCE</b>	<b>8</b>
i)	Display of facilities available in the workshop at the job card opening area	8
ii)	Entertainment and other facilities during service	9
<b>4.</b>	<b>SERVICE DELIVERY</b>	<b>10</b>
i)	Separate bay for Express Service vehicles	11
ii)	Express Body-shop Bay	12
iii)	High productive tools (MPRS - Multi Panel Repair System) & equipments	13
iv)	Washing process divided into different stations.	14
v)	Pictorial Checklist for Washing	15
vi)	Washing process details displayed in regional language in washing area.	16
vii)	Systematic washing of vehicles during Mega Camps	17
viii)	Incentives to Service Advisors	18
ix)	Body covers on vehicles ready for delivery	19
x)	Tracking system in workshop with visual indications	20
<b>5.</b>	<b>SERVICE QUALITY</b>	<b>21</b>
i)	Display of customer complaint handling board	21
ii)	In-house skill development training	22
iii)	Training Institute	23
iv)	Online recorded sounds	24
<b>6.</b>	<b>USER FRIENDLY SERVICE</b>	<b>25</b>
i)	Customers awareness card	25
ii)	Mobile service awareness leaflet	26
iii)	Customer awareness handbook on vehicle maintenance & workshop facilities	27
iv)	Mobile service Versa/Van – Doorstep service	28
v)	Annual maintenance contract	

Sr. No.	Topic	Page No.
<b>7.</b>	<b>EMPLOYEE RELATION &amp; RECOGNITION</b>	<b>30</b>
i)	Recognition of Bronze Masters	30
ii)	Best employee of the month	31
iii)	Monthly skill competition	32
iv)	Mediclaime policy	33
v)	Health check-up	34
vi)	Festival celebrations, birthdays & tournaments	35
vii)	Hum Saath Saath Hain	36
viii)	Hostel facilities for workshop employees	37
ix)	Merit to employees children	38
<b>8.</b>	<b>SERVICE PROMOTIONS</b>	<b>39</b>
i)	Express service promotions	39
ii)	Omni van for promotion of service	40
iii)	Discount coupons for customers	41
iv)	Photo album of workshop facilities	42
<b>9.</b>	<b>CUSTOMER RELATION BUILDING ACTIVITIES</b>	<b>43</b>
i)	Coffee mugs for customers	43
ii)	VLCC coupons for lady customers	44
iii)	Corporate customer meet	45
iv)	Drawing Competition for Children	46
v)	World environment day	47
vi)	Lady customer meet	48
vii)	Newspaper Ads for customer awareness - Safe driving tips during monsoon & floods	49
<b>10.</b>	<b>OTHER PRACTICES</b>	<b>50</b>
i)	Closed compactors for spare parts	50
ii)	Employee attendance system	51
iii)	Multi-level parking	52
iv)	Workshop performance tracking board	53
v)	Employee attendance system	54

# INTRODUCTION

Customer satisfaction is the reflection of the performance of an individual or group of individuals at workshops and the process adopted by them in fulfilling the customer expectations.

Dealers are looking for the best ways to meet/respond to customer requirements in the form of customer friendly activities termed as 'Best Practices.'

These Best Practices followed by workshops are directed towards establishing effective workshop processes, excellence in customer relationship, development and motivation of workshop staff to ensure that the customers are delighted with their service experience and they Revisit, Recommend and Repurchase Maruti Suzuki products and services.

In this booklet, we have summarised various Best Practices implemented by some of our workshops across the country for sharing amongst all workshops in our service network.

We are thankful to our dealers and franchisees for implementing their innovative ideas to improve customer satisfaction and for giving us an opportunity for preparing the second edition of best practice booklet.

These Best Practices are not only limited to customer satisfaction but are also customer focused solutions for the dealers to grow their business.

# SERVICE INITIATION

It is the first step of interaction with the customer. It involves the process of welcoming the customer and responding to him/her by the Service Advisor without any delay. Customer satisfaction improves by attending the customer without any delay and opening the Job Card in reasonable time.

## Online appointment system

**Workshop : Sai Service, Mumbai & Powai Auto MASS**

**Details :** A website has been launched for online booking of the vehicles for servicing.

Customers can book their appointment by following these three steps:

## Vehicle booking by SMS for all customers

**Workshop : Jaipur**

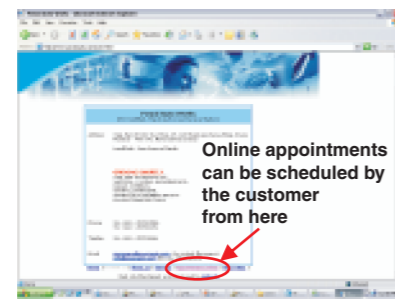
**Details :** SMS facility is made available for booking of vehicles for service. This SMS facility was first started for the lady customers to book their vehicles and to avail the free vehicle pick & drop facility from the workshop.

A customer has to send the SMS "Maruti <dealer name>" to a special number 56677. Service provider forwards the details of SMS to Maruti Regional Office, Jaipur. The RO then pass the information to the respective workshops. An executive from workshop calls the customer to book an appointment as per the customer's convenience.



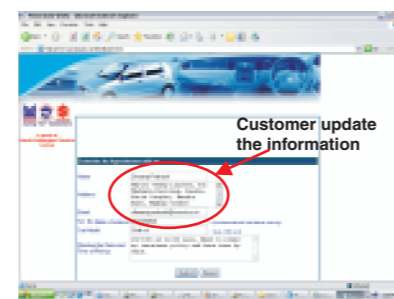
Schedule an appointment for service

Step-1



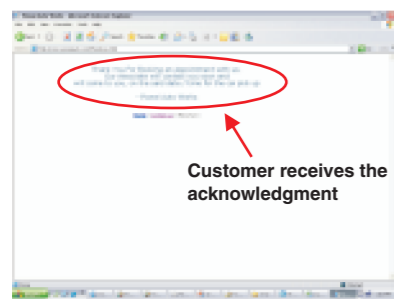
Online appointments can be scheduled by the customer from here

Step-2



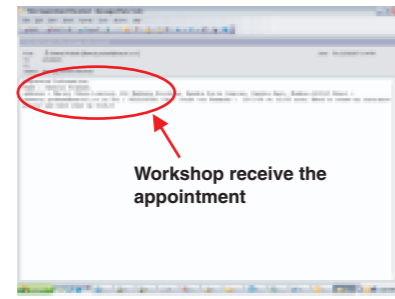
Customer update the information

Step-3



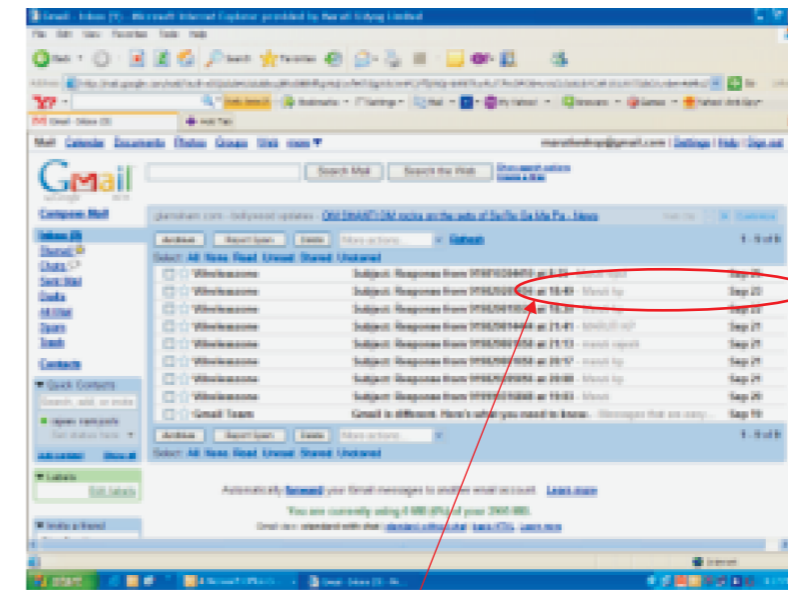
Customer receives the acknowledgment

Step-4



Workshop receive the appointment

Step-5



SMS's details received at regional office.

### Benefits

It becomes very convenient for the workshop to receive pre-booked vehicles. Service Advisors are aware of the vehicles coming for the service and attend to them without any delay. It also becomes convenient for the customers to book an appointment for the service.

### Benefits

Helpful for lady customers-since the vehicle service is just an SMS away.

### Three lane receiving of vehicles

**Work shop :** RNS Motors, Yashwantpur

**Details :** During peak hours, vehicles are parked in three lanes in front area. the lobby executive opens the Job card of the vehicles during peek hours to minimise wait time inside the covered area by respective lane .



# CONTENTS

Service Advisor plays a great role in customer satisfaction, right from the time of vehicle receipt to the time of delivery of the vehicle to the customer. The Service Advisor has to understand the customer needs and translate the customer's doubts/complaints and problems into realistic and genuine vehicle repair terminology. In short a service advisor has to have highly effective listening and diagnostic skills.

### Ready recknor for charges

**Work shop :** Varun Motors, Hyderabad.

**Details :** Service Advisors are using Clip board as ready recknor for giving correct time and cost estimate to the customers.

On this clip board, on one side the prices of the fast moving parts and consumable are printed and on the other side, the man-hour for various jobs are printed. These details are used by Service Advisor as a reference at the time of job card opening.

PRICE OF FAST MOVING SPARE	
Oil (1000ml)	100
Oil (2000ml)	200
Oil (4000ml)	400
Oil (6000ml)	600
Oil (8000ml)	800
Oil (10000ml)	1000
Oil (12000ml)	1200
Oil (14000ml)	1400
Oil (16000ml)	1600
Oil (18000ml)	1800
Oil (20000ml)	2000
Oil (22000ml)	2200
Oil (24000ml)	2400
Oil (26000ml)	2600
Oil (28000ml)	2800
Oil (30000ml)	3000
Oil (32000ml)	3200
Oil (34000ml)	3400
Oil (36000ml)	3600
Oil (38000ml)	3800
Oil (40000ml)	4000
Oil (42000ml)	4200
Oil (44000ml)	4400
Oil (46000ml)	4600
Oil (48000ml)	4800
Oil (50000ml)	5000
Oil (52000ml)	5200
Oil (54000ml)	5400
Oil (56000ml)	5600
Oil (58000ml)	5800
Oil (60000ml)	6000
Oil (62000ml)	6200
Oil (64000ml)	6400
Oil (66000ml)	6600
Oil (68000ml)	6800
Oil (70000ml)	7000
Oil (72000ml)	7200
Oil (74000ml)	7400
Oil (76000ml)	7600
Oil (78000ml)	7800
Oil (80000ml)	8000
Oil (82000ml)	8200
Oil (84000ml)	8400
Oil (86000ml)	8600
Oil (88000ml)	8800
Oil (90000ml)	9000
Oil (92000ml)	9200
Oil (94000ml)	9400
Oil (96000ml)	9600
Oil (98000ml)	9800
Oil (100000ml)	10000

Back - Price Details

VARUN MOTORS	
Oil (1000ml)	100
Oil (2000ml)	200
Oil (4000ml)	400
Oil (6000ml)	600
Oil (8000ml)	800
Oil (10000ml)	1000
Oil (12000ml)	1200
Oil (14000ml)	1400
Oil (16000ml)	1600
Oil (18000ml)	1800
Oil (20000ml)	2000
Oil (22000ml)	2200
Oil (24000ml)	2400
Oil (26000ml)	2600
Oil (28000ml)	2800
Oil (30000ml)	3000
Oil (32000ml)	3200
Oil (34000ml)	3400
Oil (36000ml)	3600
Oil (38000ml)	3800
Oil (40000ml)	4000
Oil (42000ml)	4200
Oil (44000ml)	4400
Oil (46000ml)	4600
Oil (48000ml)	4800
Oil (50000ml)	5000
Oil (52000ml)	5200
Oil (54000ml)	5400
Oil (56000ml)	5600
Oil (58000ml)	5800
Oil (60000ml)	6000
Oil (62000ml)	6200
Oil (64000ml)	6400
Oil (66000ml)	6600
Oil (68000ml)	6800
Oil (70000ml)	7000
Oil (72000ml)	7200
Oil (74000ml)	7400
Oil (76000ml)	7600
Oil (78000ml)	7800
Oil (80000ml)	8000
Oil (82000ml)	8200
Oil (84000ml)	8400
Oil (86000ml)	8600
Oil (88000ml)	8800
Oil (90000ml)	9000
Oil (92000ml)	9200
Oil (94000ml)	9400
Oil (96000ml)	9600
Oil (98000ml)	9800
Oil (100000ml)	10000

Front - Man-hour Details

### Benefits

Reduction of waiting time by customer during peek hours for job card opening- leading to enhanced customer satisfaction.

### Benefits

Hthis results in less variation of estimated cost vs actual billing. Thus giving better explanation of charges at the time of bill payment by the customer. This practice generates confidence in the customer that the charges levied by the workshop are genuine.