



## **How the Power of Scripts Can Deliver a Great Dealer Loaner Experience**

Delivering great customer experiences in any industry is about setting the right expectation for someone before the experience happens. Nobody likes to be surprised with unexpected consequences. The most powerful tool inside a dealership...that everyone possesses...are their words. How one communicates and sets expectations for the customer can mean the difference between either praise or venomous retort on Yelp.

### **Delivering the Right Words Sets the Tone:**

Well-conceived and thoughtful scripts are a powerful mechanism by which Service advisors, fleet managers, cashiers and others can deliver these words. With loaner vehicles, the scripts Concourse Express writes for Service Advisors set the tone for a great customer experience because we eliminate the element of surprise.

### **Here are some key tenets to include in the scripts for your dealer service team:**

- We offer you a free, courtesy vehicle while your vehicle is being serviced which I am sure you can appreciate.
- Please take care of our car like it is your own...which I am sure you will
- Please make sure you return it with a full tank of gas. We ensure that when you leave our dealership, you will have a full tank of gas to get to work, go on your appointments and go about your day as you would in your own vehicle. We charge our customers to fill up our tanks if they arrive less than full.
- Please make sure you report any damage that you incur while driving our vehicle. We inspect our vehicles when they are checked back in and before they are loaned out so that you do not have to worry about walking around the vehicle. We provide you with an updated and time-stamped vehicle damage history report signed by our agents for your convenience.

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**Here are more key tenets to include in the scripts for your dealer service team:**

- Please make sure that you do not smoke in our vehicle. We respect our customers' desires to have a clean courtesy vehicle when they drop their personal vehicles off for service.
- Please make sure you return your vehicle as soon as you can after your Service Advisor informs you that your car is ready. The longer our courtesy vehicles stay out means that other customers may not be able to get a courtesy vehicle. I am sure you understand. If you agree to return your vehicle within a given time frame, please do so or we will need to charge you our daily rate for the days you are in our vehicle

### **Effective scripts help to make customers accountable for their loaner cars:**

This simple script goes a long way toward setting the right expectations with your customers and keeping them accountable. We have found that when customers violate your loaner car policies after they heard the scripts, they do not object paying the penalties and quite often, your CSI scores will be unaffected if not rise.

### **How to improve your loaner management program:**

To explore, find, and act on the loaner management programs from Concourse Express, see the blog postings and content at <http://concourseexpress.com/category/blog/> and/or call 888 529-7556 or an email will work at [info@concourseexpress.com](mailto:info@concourseexpress.com)

