

CUSTOMER RELATIONSHIP BUILDING TOOL

APPRECIATION is a simple, strong but easily overlooked opportunity that makes customers feel valued:

- **Saying a special word of thanks for an expensive or complicated repair job**
 - Thanks for trusting us with such an important job
 - Thanks for putting your vehicle in our hands
- **Acknowledging a new customer's first visit**
 - It was a pleasure meeting you. Please visit us again.
 - Thanks for choosing us. We're looking forward to serving you again.
- **Recognizing long-term loyalty**
 - Just taking a minute to say thanks for being a longtime friend to our business.
 - You've been coming to us for a long time. Just want you to know that means a lot to us.
- **Expressing gratitude for a referral**
 - Thanks for telling your (friend/neighbor/co-worker/family/etc) about us. That vote of confidence means a lot.
 - Thanks for recommending us when (referred customer's name) needed help with their vehicle
- **Letting people know you appreciate their feedback**
 - Thank you for your recent kind words about our service
 - Thanks for taking the time to share your thoughts. Customer opinions are important to us.
- **Sending an unexpected word of thanks, just because**
 - Just taking a minute to let a valued customer know how much he/she is appreciated!
 - Thought I'd take a second to say hello. Hope you and your vehicle are having a great day!

APOLOGIES are also especially important. Handled properly, even unsatisfactory customer experiences can lead to stronger customer relationships. Some sample situations:

- **Delays in service; taking longer than promised**
 - I'm sorry for the delay in servicing your vehicle. Thank you for your patience.
 - Sorry you had to wait longer than expected for your vehicle. Please accept our apology.
- **Miscalculated service estimates**
 - Sorry for the miscalculation in your estimate. We appreciate your understanding.
 - Please accept our apology for the error in your service estimate.
- **Employee rudeness toward a customer**
 - Your business is important to us. Please accept my personal apology for the unacceptable way you were spoken to by one of our employees.
 - Please forgive us for the rudeness you experienced during your recent visit. We want you to feel perfectly welcome and comfortable with us



- Inability to fix a problem
- Damaged or dirty car
 - Please accept my apology for the damage to your car while it was in our care
 - I sincerely hope you'll forgive us for dirtying your car while it was in our care
- Unmet customer expectations of any kind
 - I'm sorry to know that you were unsatisfied with our service. I sincerely hope you'll consider giving us another chance.
 - Just want you to know that I'm sorry your experience with us didn't meet your expectations. What can we do to change that?

