



SERVICE STANDARDS

Mission Statement:

All dealership personnel will treat every customer as a potential lifetime purchaser, communicating a professional image which embraces honesty and concern for customer wants and needs.

Dealer-to-Customer Service Standards:

1. Appointment available within one day of the customer's requested service day.
2. Write-up begins within four minutes of arrival.
3. Service needs courteously identified, accurately recorded on Repair Order, and verified with customer.
4. Vehicles serviced right on the first visit.
5. Service status provided within one minute of inquiry.
6. Vehicle ready at agreed upon time.
7. Thorough explanation of work done, coverages and changes.

These seven service standards provide a process and product value that are compelling reasons for owners to purchase and repurchase Ford or Lincoln-Mercury products. These standards also help to attract new owners through favorable testimonials and improved owner satisfaction.

Standard 4

"Fix It Right the First Time, on Time."

The technician is the **most important player** when it comes to Standard #4.

Why

Customers tell us "Fixing It Right the First Time, on Time" is one of the reasons they would decide to return to a dealer to buy a vehicle and get their vehicles serviced.

Technician Training

It is our goal to help the technician acquire all of the skills and knowledge necessary to "Fix It Right the First Time, on Time." We refer to this as "competency."

Technician's Role

Acquire the skills and knowledge for competency in your specialty via

STST

- Self Study
- Ford Multimedia Training (FMT)
- Instructor Led

New Model

- Self Study
- Instructor Led

The Benefits

The successful implementation of standards means

- Satisfied customers
- Repeat vehicle sales
- Repeat service sales
- Recognition that Ford and Lincoln/Mercury technicians are "the Best in the Business"