



Service
Receptionist

Body
Specialist

Technician

PRE-COURSE PACK
Service Communication –
Advanced
CT-RL2011



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ZOOM-ZOOM



Introduction

The Service Communication Advanced Course takes a close look at the interaction you have with customers during difficult times – when they have a complaint and when this escalates into conflict. The course covers:

- the importance of complaints in providing opportunities to display excellent service
- dealing with the complaints when they happen
- handling conflict situations and the stress they can cause.

To prepare you for this course, please complete the following activities. The information you note down here will be used during the two days of the course.

What are the principal complaints you receive from your customers?



Now note down why you think these complaints are made – the reasons for them.

What do you think are the reasons why complaints can turn into conflict?

Thank you for completing this pre-course pack.

Please remember to bring it with you on the day of your course.



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TRAINING MANUAL
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2. The Importance of Complaints
3. Dealing with Complaints
4. Conflict Management
5. Practical Skills
6. Learning Check





Introduction and Objectives

1. Introduction and Objectives

1.1 Welcome

1.2 Workbooks, Commitment Plan and Course Evaluations

1.3 Passion for Driving

Through excellent service to customers, we aim to live up to the “Passion for Driving” statements:

- As a Mazda driver you can feel the little bit of sports car in every Mazda - Zoom-Zoom!
- We at Mazda Service are here to ensure this special feeling continues throughout your ownership experience.
- We share your passion for cars and we are dedicated to taking care of you and your Mazda. That shows in the way we treat you, the way we look after your car and the good value we provide.
- Making sure every drive leaves a smile on your face - that's what we work for.

1.4 Purpose and Scope of the Course

Mazda dealers aim to provide the highest standards of customer service and care.

In the Basic course, we looked briefly at the elements of the Mazda CSI scoring, and how excellent communication and excellent quality are needed in each element.

In summary, excellence means:

- Treating them as a valued customer in every communication with them
- Meeting the customer's needs – Right First Time.

In summary, failure means:

- Poor service – the way we deal with them
- Poor workmanship – the work we carry out on their vehicle.