



SESSION OBJECTIVE

The Zone Approach is a process that highlights insights, opportunities and guidelines along the customer journey based specifically upon customer expectations. Within the zone strategy, 38 customer standards have been identified (through exhaustive consumer research) that together establish a relevant, seamless and satisfying service experience. The objective is to understand all 38 standards and develop a plan to achieve each.

Steps to Achieving Standards:

- Complete the RSLE Zone Assessment and Action Plan to determine your current status. You'll find these documents on the RSLE thumb drive you received at the meeting. Check with your District Manager Aftersales if your thumb drive isn't available.
- Pull up your latest Mystery Shop reports on www.gmprograminfo.com and compare them to your staff's perception.
- Complement these findings with data collected through your Mystery Shopper reports, self audit, feedback from dealership personnel/customers and other processes measured at your store.
- Based upon that data, decide your dealership's effectiveness for each of the 38 standards:
 - a) Do you have a firm process in place that is measured and customer focused?
 - b) Do you have a process that is sometimes followed and not necessarily customer focused?
 - c) Is there no process in place and, as a result, it is effecting the customer experience?
- This exercise will uncover items most in need of improvement and assist you in prioritizing where to place your resources first (items falling into the "c" category should be at the top of your list).
- Your goal is to develop specific, repeatable and measurable action steps for each standard that can be implemented at your dealership to improve the overall customer experience. A better customer experience will drive increased revenue and retention.

Using the Figure Eight Roadmap

- The roadmap is easy to follow: Simply match your performance against the customer standard in each of the zones. At first 38 standards might seem overwhelming. That's why it's important to use your research to develop a prioritized list based on items that:
 - Have the biggest impact on customer satisfaction
 - Are in most need of addressing
- Result from actual findings—you can't develop a good list without good data/input
- Will be quick and easy to do—low hanging fruit
- Will have immediate positive customer feedback
- Will result in wins and help you to build early success
- Your customers are requesting; changes you've been asked to make

Once you've identified a specific area that needs improvement, design a process that will align that area with the customer standard. A list of the customer standards categorized by zone can be found on the thumb drive you received at the WRN meeting. Check with your District Manager Aftersales if your thumb drive isn't available.

Example: Zone 4a Standard: Lounge area is warm and inviting.

Unfortunately, your assessment indicates your waiting room is not acceptable.

Step 1: Make sure you completely understand the standard. Ask for input from customers, WDAC, other dealers, field reps. Find out what customers want and expect.

Step 2: Develop an action plan. As part of your plan, you might appoint a small committee to study the feedback on your current lounge, establish the criteria for a new lounge, and put together a plan that includes cost, timing, implementation and ongoing maintenance needs.

Step 3: Implement plan.

continued

Revolutionize the Service Lane Experience continued

Step 4: Continuous monitoring and assessment. Once the new lounge is open, conduct a routine assessment of the area to make sure it is properly maintained, updated and remains consistent with evolving customer standards.

Remember, perceptions and needs change over time: It is imperative that you continue to collect feedback on your performance to each standard and make improvements as needed.

Once you have succeeded in achieving a standard, move quickly to the next item on your list. You are developing the building blocks of a great customer experience. Coaching and training is available to help you reach your goals. The GM Center of Learning and GMPI offer the following resources:

- Job-Aids
- Web-Courses & Classroom Training
- Face-to-Face
- Help Desks
- On-The-Job Training
- Traver Technologies
- ProActive Dealer Solutions
- Better Car People
- Service Lead Response Templates
- Certified Internet Lead Reporting
- Dealer Vendor Advisor (DVA)
- Global Connect Dealer Portal
- CDK Dealer Websites
- Digital Marketing Package
- CSSR Program Headquarters
- Mystery Shop Results
- Service Workbench
- RSLE@gm.com
- Digital Activation Report & Digital Toolkit

THREE REMINDERS

- 1.** You can't fix what you don't measure.
- 2.** Don't try to eat the whole elephant at once: Attack the areas with biggest upside benefit first to increase your overall success.
- 3.** Every standard you achieve increases the likelihood that a service customer will return to your store for his/her next purchase.