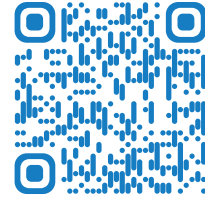


RepairAdvantage

TIPS FOR TEAMS



Print this document for easy reference!



Scan to visit the Repair Advantage Resource Hub



Why Repair Advantage?

Repair Advantage connects you with their network of millions of roadside customers at the moment they're seeking support to get back on the road.

As a member of the Repair Advantage program, we recommend your facility to these customers while they're actively waiting for a tow and have their vehicles delivered directly to you!

Once you're connected with the customer, there are steps you can take to win their brand loyalty.



Tip for Teams: *Designate your vehicle make preferences* using the customer support form in the Resource Hub to align your program with your expertise.

Setting Up for Success



When a customer selects your site for repair, you'll receive a notification via email with the customer's information.



Tip for Teams: *Once you receive this email, call the customer to confirm their service and collect information about the mechanical issue.*



Tip for Teams: *Set up the repair order in your POS before the customer arrives for a seamless experience.*



Tip for Teams: *When possible, designate the same employee to communicate with a customer throughout their repair.*

continued



Building Trust



For many drivers, one of the biggest hurdles in vehicle repair is finding a repair shop who they trust with one of their most expensive assets. Small actions on your part can help to build trust long term.



Tip for Teams:

Encourage employees to **refer to customers by their name** when addressing them.



Tip for Teams:

Notify customers once diagnosis is complete, communicate your plan, and **ask permission to begin repair**.



Tip for Teams:

Explicitly **outline any warranties** available prior to completing the service.

Education is Power



Customers who understand why a service or repair is necessary are more likely to leave feeling good about their purchase. Think of yourself as a repair service advisor.



Tip for Teams: Embrace your role in educating consumers about what was wrong with their vehicle with simple language. Meet the customer at their level and **avoid overly technical jargon**.

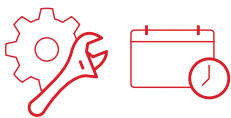


Tip for Teams: When possible, mechanics with advanced car knowledge should **provide service explanations** to customers so they are prepared to field any questions.



Tip for Teams: When recommending additional service, **be clear on how urgent an issue is** and what can be delayed.

Continuing the Conversation



Remember, every lead is the opportunity to convert a lifetime customer. These aren't just repair leads, they're regular maintenance, parts & accessories, and future collision and repair leads.



Tip for Teams: After completing the repair, **promote any customer programs** or specialty services your site offers.



Tip for Teams: When applicable, **include discounts for future services** in follow up communication.