

**1. Train service staff thoroughly on all new model features, especially less intuitive ones, to ensure customer concerns are properly diagnosed.**

- Regularly scheduled training sessions can help keep everyone up to speed.

**2. Foster a culture of continuous learning, encouraging service advisors and technicians to stay current on latest vehicle technologies.**

- Lead by example and make educational resources readily available.

**3. Establish clear communication protocols between service staff and customers to accurately understand the nature of issues before beginning work.**

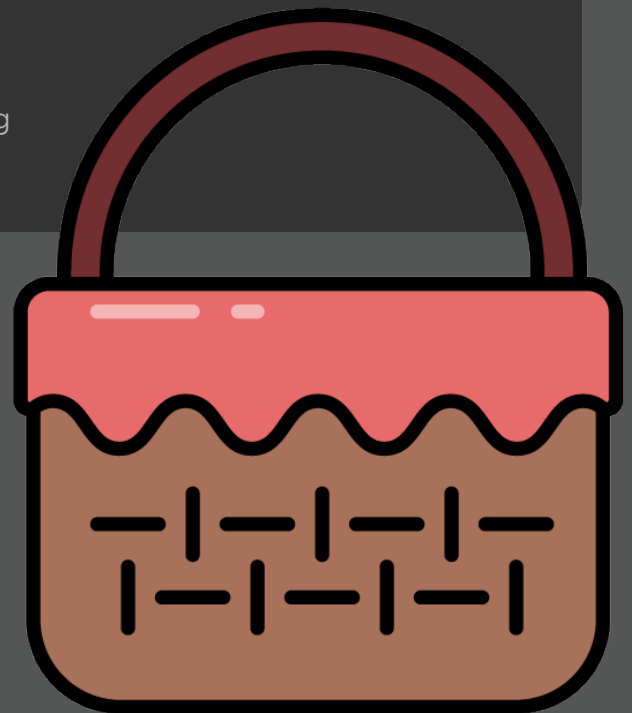
- Active listening and thorough questioning are key.

**4. Create reference guides highlighting unique features of each model to assist service advisors in identifying potential areas of customer confusion.**

- Keep these handy for quick consultation during customer interactions.

**5. Implement a thorough diagnostic process that includes steps to validate customer understanding of functionality before proceeding with repairs.**

- Don't assume the customer knows how everything works.



**6. Encourage service advisors to ask probing questions and provide detailed explanations to customers to uncover knowledge gaps early.**

- Taking a little extra time upfront can prevent major headaches later.

**7. Develop a feedback loop with the sales team to address any recurring feature confusion stemming from inadequate delivery orientations.**

- Collaborate to refine the customer education process.

**8. Utilize manufacturer resources like online training modules, seminars, and technical materials to keep staff expertise up to date.**

- Take advantage of all available learning opportunities.

**9. Regularly review service records to identify trends in misdiagnoses or unnecessary repairs that may indicate need for additional staff training.**

- Use data to guide continuous improvement efforts.

**10. Empower service staff to take time to educate customers on proper feature usage when misunderstanding is identified, reinforcing dealership's expertise.**

- Treat every interaction as a chance to boost customer confidence in your team's knowledge.

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