



**CHRIS  
& COLLINS™  
INC.**

## HOW TO KEEP SERVICE ADVISORS SAFE DURING THE **CORONAVIRUS** CRISIS

▶ **What can you control in your Service Drive?** Click on the video below to find out:



**BE SURE TO PLAY THE VIDEO ABOVE FOR YOUR EMPLOYEES**

### **Take-aways for your service drive:**

- ✓ Ensure the Advisors are prepping their appointments every day: *Review previously recommended work/maintenance, SOP's, recalls/campaigns, etc.*
- ✓ 100% presentation of necessary maintenance
- ✓ Ensure that Pet the Dog is at 100%. Find common ground with the customer to gain their trust.
- ✓ Perform a missed-ops report weekly. Most customers don't want to come in to begin with, let alone come back an additional time. Make sure they don't have to.
- ✓ Use a valet service, or create a valet service at the dealership to pick up their car for service. So many people are home right now, let's help them service their cars while they have the time.
- ✓ Encourage Service Advisors to show empathy and listen, but be sure they don't engage with the 'End of the World' conversation.



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- ✓ Ensure the Techs are performing 100% quality MPI's.
- ✓ Be sure Techs are informed and talk to them often. They need to feel included.
- ✓ Have the Shop Foreman re-rack cars to ensure the quality of the MPI is there.
- ✓ People are on Social Media an increased amount right now to find out what is going on. Use this to your advantage and inform them that you are open and servicing cars. If you can, offer valet or mobil services.
- ✓ Do a Facebook Live that shows clients that the dealership being safe & question and answer. If you need help with this, contact us at **info@chriscollinsinc.com**.
- ✓ Post ads for Techs on Facebook and Instagram. Techs are looking.
- ✓ Ensure the TV in the waiting room is not stuck on some news station showing doom & gloom. Tune in to HGTV, Food Network, etc.
- ✓ Advisors need to tell customers when work is needed. Do not assume the customer can't or won't get work done because of the virus.
- ✓ Plastic/cover steering wheel covers to show care and concern.
- ✓ Focus on a recall/campaign list.
- ✓ Look into credit card financing options specific to car repairs, like Sunbit.
- ✓ Arrange the customer waiting area (chairs, couches, etc.) to support social distancing.
- ✓ Remove soda fountains, popcorn, pastries, etc. from the customer lounge area.
- ✓ Send out emails, Facebook Live feed, Instagram about the usage of Night Drop Box even when open.
- ✓ Check used car dealer VINs from their website and get recalls on their lots.
- ✓ Have Advisors post in local Facebook pages to say they are here for the community and they will pick up your car to help.
- ✓ Ensure all of the "HOT" spots are being cleaned constantly: Back counter where Techs gather, time clock area, computers in the shop, Service Advisors computers, break rooms, keys.



**Clean** any rental cars  
**before giving them to  
your customers.**





# HOW TO KEEP SERVICE ADVISORS SAFE DURING THE **CORONAVIRUS** CRISIS

- ✓ When cleaning, use a new rag and cleaning supplies as frequently as possible.
- ✓ Wear gloves at all times. The nitrile gloves the Techs wear are perfect. This protects your hands but also seems to be an external barrier that reminds you not to touch your face.



**No hand-offs.** For example, parts can be placed on shelves or counters for techs to come and pick up instead of a handoff. **Maintain a distance of 6 feet.**

- ✓ Use an electronic RO function. Anything that can keep the physical RO from moving from hand to hand.
- ✓ If you are forced to only have a certain number in the shop and store at the same time, we have 4/10 and 3/12 schedules we can share (email us at [info@chriscollinsinc.com](mailto:info@chriscollinsinc.com)). This puts fewer bodies in the building at a time, while still allowing each employee a decent amount of hours to work.
- ✓ Make business cards with the dealership information on it saying you will pick up and deliver. Give them to your employees to pass out.
- ✓ Bring the Shop Foreman into the AM meetings to keep them close. Have the AM meetings in the driveway, the shop, write up area, waiting area and not the SM's office so there is social distancing.



**Avoid**  
close contact  
with others



**Distance**  
yourself at least  
6 feet away from  
other people



**Small group**  
sizes should  
be kept to  
a minimum



**Don't  
arrange**  
to meet up  
with other  
groups



**Avoid**  
an area if it looks  
very busy and go  
somewhere else  
for your walk

If you have any questions, email us at: [info@chriscollinsinc.com](mailto:info@chriscollinsinc.com)

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