

CURRY AUTOMOTIVE



SERVICE BDC WORD TRACKS

updated december 2022

BDC Focus and Expectations

WE ARE NOT
'appointment setters'

High energy on
EVERY call
**DO NOT SOUND
MONOTONE**

Our goal is
a great
PEOPLE
experience

It's not 'ANOTHER
PHONE CALL'. It's
PEOPLE who need
to hear help and
empathy in your
voice

You will be
continually
trained and
held to a high
standard

Your calls will be
monitored and
reviewed with
you. **You must use
the scripts and
your voice
properly**



- 1. A Bright & Positive Greeting**
- 2. Find or Add the Customer**
- 3. Reason for Visit**
- 4. Bring the Vehicle Up to Date**
- 5. Set the Appointment**
- 6. Confirm the Cell #**
- 7. Arrival Instructions**

#1

A Bright & Positive Greeting



**THANK YOU FOR CALLING THE
(CURRY HONDA) SERVICE
CENTER, NOW SERVICING ALL
MAKES AND MODELS.**

**THIS IS (NAME.) HOW CAN I
HELP YOU TODAY?**

(RESPONSE)

**SURE! I CAN HELP YOU WITH
THAT!**

#2

Find or Add the Customer

**if found with
screen pop**

**IS THIS MR./MS.
_____ FOR
YOUR 2020 ACCORD?**

if not found with screen pop

**THE PHONE NUMBER
ASSOCIATED WITH YOUR
ACCOUNT, PLEASE?**

**IS THIS MR./MS.
_____ FOR
YOUR 2020 ACCORD?**

IF NOT FOUND:

**GO TO:
Add New
Customer
Process**

(RESPONSE)

**WHAT DID YOU NEED
TO BRING THE VEHICLE
IN FOR?**

**AND WAS THERE
ANYTHING ELSE?**

GREAT!

**DO YOU KNOW THE
CURRENT MILEAGE ON
YOUR CAR?**

#4

Bring the Vehicle Up to Date

AT THAT MILEAGE
YOUR VEHICLE IS DUE
FOR _____

TOTAL!

IT'S 189.95 PLUS
TAX.

WHAT'S INCLUDED
(IF ASKED)

MAY I HAVE YOUR
PERMISSION TO
ADD THIS SERVICE
TO YOUR VISIT?

THANK YOU

I UNDERSTAND.
I'LL MARK THAT
SERVICE AS
DEFERRED FOR
NOW.

ADD DEFERRED OP CODE

#5

Set the Appointment

ARE YOU ABLE TO DROP THE VEHICLE OFF FOR THE DAY OR DID YOU NEED TO WAIT FOR IT?

OR

WE WOULD NEED THE VEHICLE DROPPED OFF FOR THE DAY.

Note: If they request to wait, we MUST offer the afternoon slots first unless the client has already told us they need the morning.

I AM CHECKING THE SCHEDULE NOW....

OUR NEXT AVAILABLE DROP/WAIT APPOINTMENT IS FOR MONDAY OR ANY DAY FORWARD.

(RESPONSE)

GREAT! I'M SETTING THAT APPOINTMENT FOR YOU RIGHT NOW.

SO, I HAVE IN FOR (MONDAY AT 1:15.) BEFORE YOU GO, HAS YOUR HOME OR EMAIL ADDRESS CHANGED SINCE YOUR LAST VISIT?

**IS THE NUMBER ENDING
IN (8927) THE BEST ONE
TO SEND A TEXT
CONFIRMATION TO?**

DO YOU KNOW WHERE TO GO AND WHAT TO DO WHEN YOU ARRIVE AT THE DEALERSHIP?

YES

NO

WHEN YOU ARRIVE AT THE DEALERSHIP, LOOK FOR THE DOORS UNDER THE SERVICE SIGN. WHEN THEY OPEN YOU CAN PULL RIGHT IN. PLEASE REMAIN IN YOUR VEHICLE IN THE SERVICE DRIVE.

SOUND GOOD?

(IF CUSTOMER SAYS THANK YOU)

MY PLEASURE!

WE'LL SEE YOU ON MONDAY AT _____. THANK YOU FOR CHOOSING (CURRY ACURA.) AND ENJOY THE REST OF YOUR DAY.