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The Midas Way – Customer Experience Overview

Participant Guide



Welcome

Welcome to the Customer Experience Overview module. The Midas Way Customer Experience training provides you with a consistent approach when interacting with customers in your Shop.

Objectives

By the end of this module you will be able to:

- Define the Midas Way Mission
- Outline the Midas Way Process

The Midas Way Mission

The Midas Way Mission is to ensure that every customer understands the condition of his/her vehicle (particularly brakes, tires, and maintenance schedule) and believes that Midas, due to its empathy, integrity, and expertise, would be an excellent choice for services and repairs.

Job Aid



GREET THE CUSTOMER

- **Acknowledge immediately**
- **Come out from behind counter**
- **Smile, speak enthusiastically, offer handshake**
 "Good morning/afternoon, welcome to Midas, my name is _____, how can I help you?"
- **Listen to customer, confirm understanding of their problem**
- **Explain brake evaluation**
 - Introduce courtesy check
 - Provide time frame
- **Gather customer information**
 - Collect contact information
 - Log job into POS
- **Respond to concerns**
- **Determine wait or drop off**
 - If waiting – thank, offer amenities
 - If drop – ensure they have a ride, confirm contact info to follow up

EXPLAIN THE WORK

- **Prepare for explanation**
 - Review and verify courtesy check
 - Prepare documents and vehicle
- **Bring customer into the bay**
 - Review condition of all components, - good and bad
 - Use MAP language
 - Use evaluation form
- **Address original request first**
 - Restate original symptoms
 - Show 'n tell with parts
 - Use evaluation form and objective (OE) specifications
- **Educate the customer**
 - Explain corrective action
 - Offer Midas benefits
- **Confirm understanding and address concerns**
 - Price
 - Trust
 - Convenience
- **Gain agreement and thank**

THANK THE CUSTOMER

- **Perform quality check and prepare for presentation**
 - Collect forms, inspect vehicle
 - Show completed work, if requested
- **Review work done**
 - Start with original request
 - Then explain additional work
 - Review warranty information
 - Offer test drive with customer
- **Offer reason to return (e.g. discounted oil change)**
- **Schedule next appointment**
 - Offer appt. for declined work first
 - Offer oil change appt and reminder
- **Ask how they would like to be contacted to discuss CSI**
- **Collect payment**
- **Thank customer**
 - Confirm any appointments
 - Show appreciation and smile



IN-SHOP EXPERIENCE IN-SHOP EXPERIENCE

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Process Overview - Greet

The Midas Way Customer Experience process starts with “G” Greet the customer.

The Greet Process requires you to:

- Acknowledge the customer immediately
- Come out from behind the counter
- Smile, speak enthusiastically, and offer a handshake and using the Midas approved greeting.
- Once, we've greeted our customer, we will Listen to the customer and confirm understanding of their problem.
- Then we must explain the brake evaluation and introduce the courtesy check while providing a time frame.
- Next, gather the customer's information
- And Respond to concerns
- Lastly, determine whether the customer is waiting or dropping off.

Process Overview – Explain

The explain process requires you to:

- Prepare for the explanation. This means reviewing and verifying the courtesy check and preparing the vehicle and all documents involved.
- Then you will bring the customer into the bay. At the bay, you will review the condition of all components, good and bad, Use MAP language, and use the evaluation form.
- You will address the original request first by restating the original symptoms and demonstrating through shown n tell with parts. You will use the evaluation form and vehicle specifications.
- Explain the work also requires you to educate the customer. This means explaining corrective action and offering Midas benefits.
- You will also confirm understanding and address concerns. This means identifying whether it is a concern about Price, trust, or Convenience.
- Lastly, you will gain agreement and communicate appreciation by thanking the customer.

Process Overview – Thanks

The last step of the Midas Way Customer Experience Process is to Thank the Customer.

The Thank process requires us to:

- Perform a quality check and prepare for presentation. In this step we will collect forms, inspect the customer's vehicle and show completed work at the customer's request.
- Then, we will review the work with the customer, starting with the original request. We will explain additional work, warranty information and offer to test drive the vehicle with the customer.
- Next, we offer the customer a reason to return by offering a coupon or discounted oil change.
- We then schedule any next appointments.
- Ask the customer how they would like to be contacted to discuss CSI
- Collect payment
- And lastly Thank the customer. Here is where we show appreciation for their business.

Wrap-Up

To learn more about each piece of the Midas Way process, make sure to watch the rest of the Midas Way Training series. Each module will give you more insight on how to execute the process on a shop level. These modules also have sample scenarios to help you better understand the theory behind each piece of the process.

Remember, following the Midas Way process will help improve customer satisfaction, increase car count, and increase sales in your shop. Therefore, it is important to implement all pieces of the MIDAS WAY process with every customer....every time.

Signature of Completion

Sign below once you have completed this module.

Signature: _____ Date: _____