

**This course is designed for any management team member to review the skills necessary to continuously improve service quality, assure Customer retention, and improve the likelihood of positive referrals.**

*“Acoat helped us to become much more efficient and we now maintain a 98-99% CSI. That means profit!”*

*David Schlitz  
Co-owner  
Brandywine Coach Works  
Exton, PA*

## MAXIMIZING CSI

(4 hours)

### Target Audience

Customer Service Representative, Office Manager, Estimator, Production Manager, Parts Manager, General Manager and Owner

### Are You Experiencing:

- Low customer satisfaction
- Multiple vehicles being dropped off at the same time
- Unhappy Customers at vehicle delivery
- Lack of pro-active communication with customers—they call you for the status of their vehicle instead of you calling them
- Unscheduled deliveries
- Paperwork not ready when delivering the vehicle
- Not meeting customer time frames

### This Course Will Provide:

- Methods for the sales team to set the proper expectations
- Refinements to the vehicle check-in process
- Processes for improving communication
- Refinements to the vehicle delivery process
- Delivery scripts which flow well and end with asking for referrals
- Methods to deal with unhappy customers and recover with “flair”
- Ways to interpret the CSI feedback / score
- Exercises on how to conduct a monthly process refinement meeting based on an actual CSI report

Participants will be provided with detailed processes and customizable forms. Participants will have numerous opportunities to practice the skills learned through role-playing. An actual CSI report and Hot Sheet are reviewed.

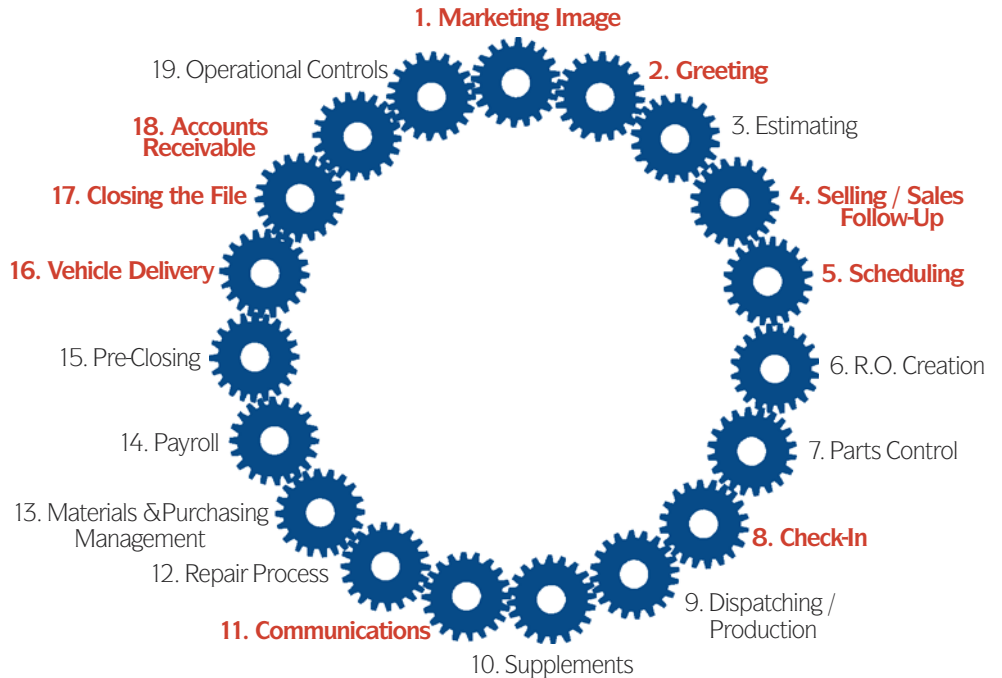
### Why We Are Different!

We understand the value of your team’s time and the need to keep your staff in the repair facility maintaining production. Therefore, most classes are modular in format and delivered locally.

Instructors are Akzo Nobel employees whose only responsibility is business improvement for our customers. This interprets into great depth of knowledge and increased learning for students.



Maximizing CSI



Investment Analysis\*  
Maximizing CSI

Assumptions

Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

Profit Drivers	Service Impact	Monthly Profit Change
Sales	1.0%	\$390.00
Efficiency**	N/A	\$0.00
Direct Cost (as a % of sales)	-0.15%	\$150.00
Overhead Expense (as a % of sales)	N/A	\$0.00
<i>Total</i>		<i>\$540.00</i>

Investment

Service Cost	\$0.00
Salary & Benefits (service execution)	\$150.00
Travel	\$100.00
Salary & Benefits (implementation)	\$600.00
Other Implementation Costs	\$200.00
<i>Total</i>	<i>\$1,050.00</i>

Your Potential Return on Investment

Annual Operating Income Improvement	\$6,480.00
Investment	\$1,050.00
Return on Investment (\$)	\$5,430.00
Return on Investment (%)	517%
Investment Breakeven in Business Days	40.8



\* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.  
 \*\* Profit improvement from an increase in efficiency is expressed through an increase in sales.