



**A LOOK INSIDE**

- What can we do for your business?
- Book of the month.
- 5 Tips to help you hire the best staff.
- How much business is slipping out of your dealership?

## A Warm Welcome...



**It's April already!** That's great news, because with warmer weather on the way there is ample opportunity to bring your customers into your car dealership and showcase what you have to offer.

And if you need some inspiration to help you find some novel ways to bring customers in again and again, look no further than this month's edition of the Motor Answering News. **Let's tuck into it!**

## How Much Business is Slipping Out of Your Dealership?

It's all about winning customers and then retaining them by not allowing any customers to slip through your business to a rival or competitor.

It's no secret that across the planet the volume of calls being made is decreasing. But the world isn't changing - an estimated 3 billion new people will be on-line in the next 3 years. They can make a call instantly from the phone in their pocket. they want an instant **RESPONSE** or they will defect and never come back. Having made the effort to make the call and so they have an increasing expectation that it's answered politely, confidently and professionally but also with speed because your customers want instant service.

## What Can We Do For Your Dealership?

Motor Answering can help you to increase the prestige, profitability and perception of your dealership. **Here's how:**

- UK call centres with professional representatives trained to the highest standards in the industry.
- Every call answered in your company name, seamless integrating with your business.
- Dealership overflow to cover all your calls when your lines are busy.
- 24/7/365 call cover, including bank holidays.
- Our guarantee that all your calls will be answered.
- Elimination of customer frustration and lost business - no more holding or engaged tones for your clients and fast, efficient communication.





# 5 TIPS TO ENSURE YOU HIRE THE BEST STAFF



*Working in a customer facing business, you understand the value of great staff for your company. They represent your business to clients on a daily basis and play a huge part in your customers experience. It's essential to hire the right person for the role, but how can you make sure you made the right choice? Our proven and tested 5 Tips will help guide you through potential obstacles.*

## **1. Invite prospective candidates to come in for an immersion day.**

As well as the traditional interview, it is helpful for both the candidate and your existing team to experience what it will be like working together. You will be able to see the candidates abilities in the role whilst giving them a better idea of what the position will involve.

## **2. Advertise the position honestly.**

A misleading advert can lead to the wrong person applying for a position. However, an honest, transparent job ad can be difficult to write, especially in roles that require staff to be flexible across departments. Start by outlining your expectations at the beginning of the interview and confirm with the applicant that this meets their understanding of the role.

## **3. Ask the candidate to explain to you why they would be perfect for the job.**

Job candidates often attach covering letters to their CVs. However, employers often need more information than this standard letter offers. If you think the candidate has potential but you don't feel you have seen enough of their personality or that it wasn't tailored enough to the position in question, why not ask them for further information?

## **4. Experience matters less than a willingness to learn.**

Should you be filling your staff with experienced hands, or would an ability to learn and enthusiasm provide a new lease of life to your team?

## **5. Rigorous interview process.**

Don't feel you covered everything in the first interview? Inviting candidates back for a second or third interview will help you make an informed decision. It is important to plan in advance what will be covered to avoid overlapping previous conversation. This will enable you to find out far more about the prospective employee.



## Book Of The Month

**Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless:** *How To Make Customers Love You, Keep them Coming Back And Tell Everyone They Know.*

### Why we love this book

It's perfect for inspiring seriously creative thinking in the customer service process. It's blunt, direct and full of great advice.

### Main takeaways

The book emphasises the need to analyse day to day interaction with your customers and strive to make them memorable, rather than just routine. Jeffrey Gitomer examines the long terms effects that simple changes in your process can make. Something as simple as changing the greeting the customer receives on the phone can have a huge effect on how your business is perceived. This book should be of interest to every business owner keen to improve service and increase customer retention.



## What Are Multiple Customer Calls And What Do They Mean For Your Business?

Multiple calls are when all those customer calls come in at the same time - yes the busy times when you receive simultaneous calls to book an mot, sales enquiry, test drive, parts or service bookings.

Sometimes our customers receive 6 calls at exactly the same time and we will answer every call to give you the leading edge over your rivals and competitors. Every one of your customers will be greeted by a professional and high trained member of staff.



It's as if you had your very own specialist contact centre but without the major investment. Save money on premises, staff, management, HR and shift workers, to cover 7 days a week . No worries about advanced technology, computers, desks and the normal experience of problems, headaches and setbacks.



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