



# ENHANCING THE SERVICE CUSTOMER EXPERIENCE

AMENITIES GUIDE AND CHECKLIST





No one loves waiting for their car to be serviced. But you can greatly enhance the experience by providing customers a clean and comfortable waiting lounge and offering convenient services. That shows you appreciate their business, helps set your Dealership apart from aftermarket facilities, and can bolster your Dealership's service satisfaction and customer retention performance.

#### ABOUT SERVICE SATISFACTION...

Your customer lounge really is important to the service experience. According to the 2024 J.D. Power CSI (*Customer Service Index*) study, 76% of Kia customers waited at the Dealership while their vehicles were serviced. Service satisfaction was **280 points higher** (935 vs. 655) when the customer lounge was more comfortable than expected!

# CREATE A COMFORTABLE WAITING LOUNGE

You can adopt some best practices in your customer lounge to enhance the service customer experience. Some of these are simple, quick, and inexpensive. Others require a little more effort and planning. But all have the potential to create more satisfied customers, leading to repeat business and customer loyalty.



## Business Workstations

Some of your service customers will be waiting during their work hours, so helping them be productive shows that you value their time. A workstation or two fitted with spots to plug in laptops or other electronic devices will help keep busy customers connected and content. Make sure these stations are at least semi-private so your customers can work in peace.



## WiFi/Internet Access

Customers are likely to spend the bulk of their time at your Dealership with an electronic device in hand. To enhance their experience, provide a customer-dedicated WiFi network with a capacity of at least 25mbps to meet their needs. Display clear signage that conveys WiFi availability with easy access to the network name and password (if required). Make sure there are outlets in convenient locations if they need to charge their devices.



## Accessibility/Awareness

Let customers know what amenities your Dealership has to offer. You can provide a list of amenities on your website and when customers make appointments online to help them plan ahead. You can also post the list in your waiting lounge. Service Consultants should promote the amenities with every customer at service write-up or at least while escorting them to the waiting lounge.

## Snacks and Beverages

Provide a variety of snacks to accommodate all customer tastes, including healthy choices such as granola bars or fresh fruits. They'll appreciate having a few options to choose from.

The more beverage options your customers have, the more likely they'll be pleased with their experience at your Dealership. Single-serve coffee and tea machines (such as Keurig) are frequent customer requests and ensure a fresh cup every time. If a single-serve coffee machine is not available, make sure the coffee pot is changed frequently (ideally once per hour) to maintain freshness. Hot water and teabags are also great. Cold water, juice, and soft drinks are also recommended.

## Replenish/Refresh

It is highly recommended that amenities be free and easily accessible. No customer wants to ask for a complimentary service, so don't stash snacks behind the desk or keep your Wi-Fi information out of sight. Have an employee check the waiting area frequently to make sure that amenities are restocked as needed and that fresh coffee is brewed and readily available. If a customer is unaware of or unable to use your amenities, your investment won't produce the desired service experience.

# CREATE A COMFORTABLE WAITING LOUNGE *Continued*



## Comfort and Cleanliness

Keep the waiting lounge clean and quiet with plenty of space to move around. Make sure that customer restrooms are clean and well-stocked, with backup supplies out of view. Win the hearts of busy parents with a play area stocked with safe and appropriate toys, games, and books — or even a small TV — to keep children entertained.



A great way to keep your Dealership clean and comfortable is to set a cleaning standard. Most top-performing Dealerships have a staff member clean the waiting area and restrooms two or three times per day, or more frequently as needed.

## Attractive Displays

Professional displays can add revenue to your Dealership. Displaying parts and accessory brochures in the waiting lounge or near its entrance promotes awareness that you offer genuine Kia parts and accessories. Keep promotional materials and product displays up-to-date, neatly organized, and arranged to avoid clutter. An open feel to the area enhances a customer's overall perception of your Dealership.



## Pet-Friendly Areas?

You may want to allow well-behaved pets or be required to allow service animals in the waiting area. Discuss the options for doing that with your General Manager.

## Television

An HD (high definition) or 4K flatscreen television of at least 50 inches, equipped with cable or satellite channels, is recommended. Be sure the television is set to appropriate channels and volume levels to prevent alienating your customers.

A common customer complaint is that the waiting area's background music or television is too loud. The remote should be accessible to employees and readily available to customers to adjust as needed.



## Quiet Spaces

If you have the room, you can create cubicles or spaces where customers can discuss service options in private without having to go back out to the busy service lane.

# ADD VALUE WITH CONVENIENT SERVICES

Take the customer experience to the next level by providing a variety of services that increase convenience and show customers you care about their business. Like with amenities, a little investment can go a long way.



## Online Appointment Scheduling

Customers prefer scheduling service appointments online. Phone calls are inconvenient and unnecessarily time-consuming. Make sure that customers are aware of your online appointment capabilities. That should increase the perception your Dealership is easy to do business with.

The link to your appointment system should be highly visible on your website and just a single click away. Also promote this convenience with printed materials at the service write-up, in the waiting area and cashier counter, and with a mirror hang tag placed in the customer's vehicle.

## Service Lane Technology

Use tablets to perform digital multipoint inspections (e-MPIs) through Service Lane Technology and provide videos of the MPIs if possible. This helps build trust and create a professional, consistent customer presentation while improving standardization and workflow.



## Car Washes

Cars are often viewed as an extension of a person's identity, and we want Kia owners to be proud of the car they're driving. Returning their vehicle cleaner than when it arrived is a simple way to boost service satisfaction. Customers who receive their vehicles back cleaner rate their satisfaction **more than 100 points higher** than those with vehicles perceived merely "as clean" as when they brought it in. Establish car wash guidelines to help your Dealership keep pace with the best practices of the top-performing Kia retailers.



## Alternative Transportation

You can make the service experience even more enjoyable by giving customers the freedom to leave while their vehicle is being serviced. Offer alternative transportation in the form of a complimentary ride, shuttle, loaner, rental, or Lyft/Uber.



## Text Messaging

Provide timely updates on vehicle status to customers via their preferred method of communication. Customers often prefer text messaging as a quick and convenient way to keep them informed.



## Express Service

Promote and use Express Service to get customers in and out quickly for routine maintenance work. This helps free up the main workshop for more time-consuming repair work.



## FREE RESOURCE

Check out the handy online scheduling awareness kit through the Kia Service & Parts Ad Creator at [KDealer.com](http://KDealer.com).

## RE-DELIVERY ESSENTIALS

- Wash the exterior and vacuum the interior of every vehicle serviced.
- In water-restricted areas, vacuum the interior and clean glass surfaces.
- If space or weather restrict the ability to wash vehicles, sublet washes to another facility or provide a free coupon to a local car wash. *You'll also be showing that you're a part of the community by supporting local businesses!*
- Set expectations for the additional time required for the vehicle to be washed.
- Use protective seat covers and floor mats on every serviced vehicle to ensure the vehicle is not dirtied when worked on. Remove all protective covers before re-delivery.
- Return vehicles to their original settings (e.g., seats, mirrors, radio).
- To leave a positive last impression, escort customers to their vehicles and thank them for their business.



# CHECKLIST

Review your Dealership's amenities by checking what you already offer and plan for upgrades by checking what you can or want to add.

AMENITIES	HAVE	ADD
Coffee	<input type="checkbox"/>	<input type="checkbox"/>
Tea	<input type="checkbox"/>	<input type="checkbox"/>
Other Beverages (e.g. sodas, juices)	<input type="checkbox"/>	<input type="checkbox"/>
Bottled Water	<input type="checkbox"/>	<input type="checkbox"/>
Snacks (e.g. cookies, pastries, popcorn)	<input type="checkbox"/>	<input type="checkbox"/>
Healthy Snacks (e.g. fruits, granola bars)	<input type="checkbox"/>	<input type="checkbox"/>
High-Speed Internet Access/WiFi	<input type="checkbox"/>	<input type="checkbox"/>
Flat-Screen Television	<input type="checkbox"/>	<input type="checkbox"/>
Business Workstations	<input type="checkbox"/>	<input type="checkbox"/>
Charging Outlets for Electronic Devices	<input type="checkbox"/>	<input type="checkbox"/>
Kids Area/Toys for Children	<input type="checkbox"/>	<input type="checkbox"/>
Baby Changing Station in Restrooms (Both Men and Women)	<input type="checkbox"/>	<input type="checkbox"/>
WAITING ROOM UPKEEP	Have	Add
Check and replenish snacks and beverages at least 2-3 times per day	<input type="checkbox"/>	<input type="checkbox"/>
Brew fresh coffee at one-hour intervals or use a Keurig-type machine	<input type="checkbox"/>	<input type="checkbox"/>
Wipe down and clean the waiting room at least 2-3 times per day	<input type="checkbox"/>	<input type="checkbox"/>
Check and replenish restrooms at least 2-3 times per day	<input type="checkbox"/>	<input type="checkbox"/>
Check television sound level periodically	<input type="checkbox"/>	<input type="checkbox"/>
Check and remove outdated newspapers/magazines	<input type="checkbox"/>	<input type="checkbox"/>
Check to ensure waiting room temperature is comfortable	<input type="checkbox"/>	<input type="checkbox"/>
VALUE ADDED OFFERINGS	Have	Add
Promote online appointment scheduling	<input type="checkbox"/>	<input type="checkbox"/>
Display brochures neatly in the waiting lounge or near its entrance	<input type="checkbox"/>	<input type="checkbox"/>
Offer every customer alternative transportation	<input type="checkbox"/>	<input type="checkbox"/>
Use Service Lane Technology	<input type="checkbox"/>	<input type="checkbox"/>
Utilize text messaging for customer notifications	<input type="checkbox"/>	<input type="checkbox"/>
Promote Express Service	<input type="checkbox"/>	<input type="checkbox"/>
Offer customers car washes with vacuum	<input type="checkbox"/>	<input type="checkbox"/>
Remove all protective seat and steering covers before re-delivery	<input type="checkbox"/>	<input type="checkbox"/>
OTHER IDEAS	Have	Add
	<input type="checkbox"/>	<input type="checkbox"/>



SERVICE

