



TECHNOLOGY CASE STUDY

Product	WorkshopPro - eServiceManager
Customer	JCB Volkswagen Vans Ashford
Project	Volkswagen commercial award for customer satisfaction 2010

Online Booking

Step 1. Enter details | **Step 2. Select Date** | Step 3. Custom Repairs | Step 4. Viewing options | Step 5. Confirm & Payment

Based on your mileage your vehicle is due for an "Intermediate Service"
If you believe this is not the case please change it here

Confirm Date
Please provide us with details of your vehicle

	Fri 12th March	Sat 13th March	Sun 14th March	Mon 15th March	Tue 16th March	Wed 17th March	Thu 18th March
While you wait	<input type="radio"/> £149	<input type="radio"/> £149	-	<input type="radio"/> £149	<input type="radio"/> £149	<input type="radio"/> £149	<input type="radio"/> £149
Courtesy Lift	<input type="radio"/> £159	<input type="radio"/> £159	-	<input type="radio"/> £159	<input type="radio"/> £159	<input type="radio"/> £159	<input type="radio"/> £159
Collection and Delivery	<input type="radio"/> £169	<input type="radio"/> £169	-	<input type="radio"/> £169	<input type="radio"/> £169	<input type="radio"/> £169	<input type="radio"/> £169
Courtesy Car	<input type="radio"/> £189	<input type="radio"/> £189	-	<input checked="" type="radio"/> £189	<input type="radio"/> £189	<input type="radio"/> £189	<input type="radio"/> £189

Change Courtesy Car:

Select Time from MOT
While you wait customers only

Mon 15th March 11:00am 11:45am 12:20pm 13:00pm 14:00pm

THE NEED

Customer service is even more important in today's economic climate than ever before. In previous decades car buyers tended to be brand loyal. But today, with more information and choice due to the internet, less budget due to the recession, customers are less loyal, but do tend to stick to 'the devil they know' when it comes to car servicing. A positive after sales service experience is one that spreads easily by word of mouth across families and communities. So it is important to build a high level of trust and satisfaction if the dealership is to maximize profit in this increasingly competitive arena. JCB Volkswagen Vans in Ashford has been working with Progress to ensure every stage of the customer service experience is positive.

THE SOLUTION

The unique service experience starts with the customer when they are able to book their vehicle in for a service using the online booking facility; meaning they can book the vehicle in when they have time, which is often outside normal office hours. Next, the Express Check In facility means that on the day of the visit, a downloaded document detailing basic requirements can be left at service reception (with vehicle keys) without the need to queue or stay for long discussions with the After Sales Manager.

Once the customer has left the premises, communication processes kick into place with regular texts being sent to advise them of vehicle service progress and any issues that arise. Where customers have access to the

internet, an online portal ('Customer Lounge') is available, where customers have access to Service Advisors and two way discussions can take place on line.

THE BENEFITS

The JCB Volkswagen team in Ashford has won the Volkswagen commercial award for customer satisfaction 2010 and attribute their success to their exemplary use of communication processes and attention to detail, which ensure an efficient and smooth-running visit to the after sales department for van owners.

The dealership has a large customer base including many companies with business critical needs, two of which are 'Medicar European' and 'Air2Port Cars'.

Medicar European is the UK's leading European road ambulance repatriation service and has a fleet of 6 Volkswagen ambulances travelling through Europe and clocking up 100,000 miles a year each. The service is used for picking up British travellers in critical conditions such as spinal and head injuries who cannot be flown home. This means that all vehicles need to be in tip top condition and Medicar rely on JCB Ashford heavily. 'I rely on the team at JCB Ashford to maintain these vehicles as required; they work all sorts of hours to ensure my business meets the challenges of critical patient transfer. We pick people up from all over Europe so the ambulances need to be ready for action at any time of day or night.' Chris Jones, MD of Medicar Europe.

Another company reliant on the services of JCB Ashford is Air2Port Cars which is a taxi delivery service specialising in the transfer of passengers from Gatwick to various ferry ports in the South. 'We bought our Volkswagen Caravelles from JCB, who also service and maintain them for us at excellent value for money and very professionally. We are very pleased with the service we receive.' Said Darren Bentley, Travel Manager at Air2Port.

CUSTOMER STATEMENT

Service manager Peter Hare is delighted with the customer satisfaction results and thanks the hard work of his team and the technology employed to make some of the processes available.

"Inevitably smooth processes boost our bottom line," comments Peter. "But it is so much more than that; our customers are grateful that we take such an in-depth approach helping to keep their cars in the best condition for the road, as well as optimising their safety and potentially reducing the need for larger maintenance work in the future. One of the core elements of running our workshop efficiently is our workshop software (Progress WorkshopPro) and some of the new and unique features that have recently been added surprise our customers and make the whole experience efficient and stress free."