

The Bike Gallery - Service Department Benchmarks



CUSTOMER INTERACTION

- Acknowledge waiting customers.
- Ask questions, uncover expectations, listen for and respond to the customer's "story".
- Never answer any question starting with the word NO! If answer is technically No, start with: "I am sorry, I'd love to help you with that, but. . ." Have a "Yes" attitude and energy.
- Respond enthusiastically to final check requests.
- If we've "blown it"...."Own it"*.
 - Apologize.
 - Define plan of action and timetable.
 - Compensate for wasted time / inconvenience.

(* *Do your homework, and be very careful how liability issues are addressed.*

WRITING ESTIMATES

- Every bike evaluated will be placed in stand.
- Quote estimated costs before performing any work.
- Add up estimate quietly, offer estimate with completion date as trial close.
- Offer most complete package first*, work back only for price objection.
- Estimate High.....Deliver Low (Add Contingency** into estimate).
- **When** and **How Much** are #1 and #2 customer concerns.
- **Why** is important, but should be brief (Mechanics are usually much more interested in the Why than the customers)
- NEVER QUOTE PRICES WITHOUT ALSO BUILDING VALUE OF THE JOB!
- Customer leaves w/computer printed estimate.
- Spend less time in "Why-Land" unless the customer requests more detail.

(* *Appropriately/ethically matched to the bike and rider's needs discovered during the initial conversation/investigation... listen to and discover the customer's story and expectations.*

(** *The contingency is a dollar amount added to allow for "safety-related" or critical parts needed to complete the job once mechanic has started in the event customer is unavailable by phone.*

PERFORMING SERVICE

- All tire-tube, and ala-carte work shall be offered to be done "While-u-wait".
- Never exceed estimates (even by \$1) without customer's approval.
- Lube every brake and derailleur pivot point on tune-ups / overhauls.
- Test ride every repair.
- Do "something extra" (small stuff, like air tires, lube chain, wipe off, etc.) on every repair and mention it both verbally, and on the receipt using the notes field.
- Manage turn-around times to one week or less in season.

DELIVERING REPAIRS

- Thank customers for their business.
- Mention 30 "riding" day warranty.
- Offer to load every bike into customer's vehicle.

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