

## Customer First Basics

*The 19 Basic rules to have extremely satisfied customers*

1) The **Customer First Vision** is defined as the desired goal of your organization in terms of achievement and reputation and employee respect.

*Customer First Vision:*

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*"To be the Automotive company that sets the standard for sales and service of automotive products. We shall strive to do our utmost to satisfy our customers and to be No. 1. in ranking in the Customer Satisfaction Index by 2025 in both sales and after-sales in eg. "world wide" It is our goal to be known as the company that offers outstanding service!*

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2) The **Customer First Mission** defines our present state and aim of the organization:

*Customer First Mission:*

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*We shall strive to be the preferred Automotive Sales and Service point for our customers by delivering outstanding service, value and continuous innovation. It is our goal to offer an exceptional customer experience by consistently training our employees to exceed customer expectations in our outstanding facilities.*

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3) **Company objectives** are defined in our CS Strategy Map and communicated to all employees. It is all employees' responsibility to achieve the common targets.

4) All employees must attend the Customer First training session within the first 3 month of employment along with annual CS trainings. All training must run at all times in accordance with the well-documented Sales-and-Service process.

5) Our service promise states that we treat all customers with dignity and respect, and the goal of our business is to gain extremely satisfied customers through the customer journey.

6) Our employee promise states that in order to attain our goal of highly satisfied and involved employees, management must lead their teams according to "the winning leader principles". We aim for a pleasant work environments, and all employees are empowered to plan their work in accordance with their job responsibilities. Safety always comes first in our work environment.

- 7) We have established a program to honor our best employees as “CS Employee of the Year” for their efforts in creating Wow customer experiences by using new and innovative ideas and finding solutions to create extremely satisfied customers. Every year that we meet our common CS targets, we will acknowledge and celebrate our success.
- 8) We will review our customer complaints to document and improve our service quality.
- 9) Each employee is empowered to make an immediate customer service recovery as soon as the problem is identified.
- 10) The employee who first becomes aware of a problem or a customer complaint, owns it!! The employee will move away from his current duties and help the customer immediately, if at all possible. It is not only for the frontlines. Everyone in the team must possess the 3 A’s to immediately solve a problem with a customer.
- 11) All business operations must be conducted according to the well-documented Sales-and-Service process.
- 12) All customers must be handled via a customer-oriented approach by using the “SOLVE” technique, friendly body language, and with the 3 A’s in mind.
- 13) Every aspect of our business must be clean and welcoming to our customers.
- 14) Always conduct yourself as a company ambassador when meeting customers and potential customers outside our workplace.
- 15) Escort our customers towards their required destination instead of pointing out directions.
- 16) Always answer the telephone within three rings with a “telephone smile”. Do not forward calls unnecessarily – try to help the customer at all times.
- 17) Wear our company clothing/ uniforms, and be conscious of your personal appearance.
- 18) Always protect our property, tools, and vehicles.
- 19) We always aim for more sales and customer satisfaction. We know we are service and product professionals, and always anticipate the needs and find the solutions to our customers demands.