

AVI ON DEMAND

ONLINE TECHNICIAN TRAINING

LBT-175: The Competition for Your Customers Loyalty

J.D. Powers and Associates estimates that one customer's loyalty is worth \$7,000 over the life of their vehicle. Wouldn't you like to keep their maintenance and repair money coming back into your shop? It is less costly to gain loyal customers than to attain new ones. Loyal customers and their repeat business are the foundation of a successful shop and AVI can help you keep your customers coming back.

You might be surprised by the reason customers leave you and go to another shop, and in this program, Haas tells you the #1 reason this happens.

He gives you a loyalty checklist, explains the most important feedback you should be getting from your customers, and why it's so vital to the success of your shop.

This program helps you understand the difference in the cost of attaining new customers versus having a base of loyal customers. Would you like to know what your competition is doing to take customers away from your shop? Bill can help you keep your customers from going to the competitors.

*Take the customer survey on what's most important to them

*Embracing the independent repair shop's unique challenges.

*This is a MUST SEE for ALL your employees

Runtime: 105 minutes

Topics Covered

What is Customer Loyalty? The Satisfied Customer Three Types of Customers Universe of Cars
Who is the Competition?
Automobile Manufactures

Automaker Challenges
Franchised Dealer
Dealer Challenges
Independent Shops
Independent Shop
Challenges



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