

**** TECHNICAL INFORMATION NOTICE ****

DATE: March 15, 2021
TO: Mitsubishi Motors US & Puerto Rico Dealer Principals, Service and Parts Managers
RE: Simple Ways to Improve Customer Satisfaction & Fix It Right the First Time
TIN NO. TIN-21-00-003

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AFFECTED VEHICLES: All models and years

PURPOSE:

Customer satisfaction (CSI) is a critical component in the long-term success of a dealership. A highly satisfied Service customer is much more likely to return for future services – increasing your service sales and retention. In addition, once it is time for a new vehicle, the likelihood that they will purchase their next new vehicle from your store also increases significantly.

Fixing a vehicle ***Right the First Time*** is the biggest contributor to customer satisfaction – Mitsubishi dealers have been doing a very good job in this important metric. However, there is always room for improvement.

As evidenced by customer verbatim comments, getting to the next level requires paying extra attention to the details and making sure we have the basics covered.

The following 5 items are concerns for your customers that kept them from giving a *YES* response to if their vehicle was fixed correctly on our customer satisfaction survey. More attention to these 5 items, combined with your other Customer Satisfaction efforts, will maximize the probability of receiving positive responses.

- 1) **Quality Control** – *Make sure all maintenance/repairs requested on the RO were addressed and completed correctly – every time*
- 2) **Service Reminder Reset** – *ensure the Service Reminder is properly reset after every service*
- 3) **Tire Pressure/TPMS issues** – *make sure tire pressures are properly set on all 4 (or 5) tires and the TPMS light is not illuminated*
- 4) **Engine Oil Leak** – *clean-up any oil residue resulting from draining the oil and removing the oil filter – if there truly is an actual oil leak, make sure the customer is advised*
- 5) **Topping Off Fluids** – *ensure all fluids are topped off during a service*

More attention to these 5 items, combined with your other Customer Satisfaction efforts, will maximize the probability of receiving a *YES* response. Also, don't forget that you **MUST** complete any **Open Recalls** while the vehicle is at the store, which will demonstrate your dealership's concern for the customer's safety and generate some additional revenue.

Fixing vehicles right the first time and maximizing Customer Satisfaction will help you build a core of devoted customers – it can also be considered an investment in the future success of your business.