

CitNOW Workshop

Best Practice Tips



Use a positive and professional tone



Beware of your surroundings and backgrounds whilst recording



Always personalise the video to the customer



Use customer-friendly language when describing items



Showing and explaining work required helps build trust with the customer



Use visual aids to better evidence and explain items



Video saves time on explaining work required rather than over the phone



Always spend a few minutes to prepare your content



Enhance your videos by using these great features:



Rate this Video

Ask the customer to Rate this Video at the end of your presentation.



SMS

Reduce the time to get your videos watched by sending via SMS alongside an email.

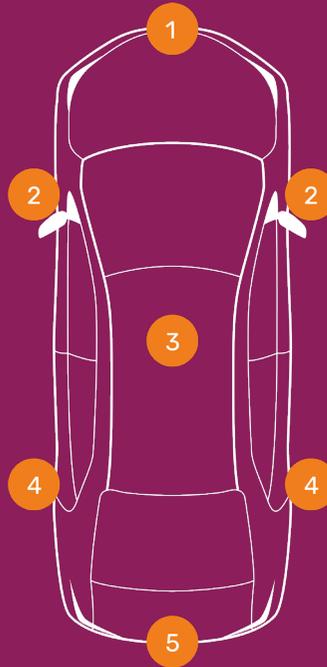


Integration

Your CitNOW / DMS integration gives your customers, the power to approve work online.

Top Tips

- ✓ Think about video length. Keep it short and valuable to the viewer.
- ✓ Good lighting. Make sure the viewer can see the car and you!
- ✓ Ensure the customer is advised of the next steps at the end of your video.
- ✓ Service Advisors should inform customers they will receive a complimentary video with important information.
- ✓ Ensure you have the correct email and telephone number for the customer on the day.



Technician Walk Around

Following completion of vehicle health check, with the vehicle up on the ramp. Point iPod to the registration number at the front of the vehicle.

1. Introduce yourself and let the customer know if their vehicle passed/failed the check then follow the steps for either green or red/amber videos.
2. Condition report front tyres, suspension, steering and brakes using visual aids.
3. Condition report exhaust, brake pipes and fuel lines under the vehicle.
4. Condition report rear tyres, suspension and brakes using visual aids.
5. End with iPod on opposing registration number.
6. Thank the customer for their time, and for choosing your dealership. Ask them to Rate the Video to gain valuable feedback and state a Service Advisor will be contacting them shortly.