

SERVICE ADVISORS

- The service advisor decides whether or not to make a video and, if agreed, clearly indicates this on the workorder by means of a stamp "VIDEO" or another indication.
- During the work order preparation, the choice is made as to for which cars a video message will be recorded. Make at least one video per technician per day to get routine and experience. The minimum requirement per site is 6 per technician per month.
- In addition to servicing, use VentaVid also with new customers for a summer or winter inspection, or winter tire change.
- When accepting the car, tell the customer that he will receive a video message.
- Check if you have the e-mail address and telephone number of the customer.
- The service advisor decides on sending the video to the customer after assessing quality, clarity and sound of the video. The video should be clearly understandable. Use a headset if necessary.
- Send the video message separately via SMS or WhatsApp with the standard tekst. Using various channels speeds up the response time of the customer.
- Share customer responses with colleagues in the workshop.

A VentaVid video

"Is a brief summary - snapshot - of what you have checked and what you are going to perform. Possibly provided with advice and repair points "

TECHNICIANS

- Do the vehicle check first and record the video after the vehicle is placed on the bridge.
- On average we use a **maximum length of 2.5 minutes** for each video.
- If necessary, record while the oil is running out of the crankcase. Show that the car is being worked on.
- Speak in **short sentences**, calmly and clearly. In easy understandable words and stay positive.
- Tell about the parts as they are shown and point them out in the video. Make sure text and image are synchronized.
- Do not read the texts literally, but make them your own. The point is that it becomes a personal video.
- Make sure **any additional work is clearly marked** and explained to make it easy to sell.
- Show the parts to be replaced, such as a dirty air or interior filter or worn brake parts. Briefly explain why they are being replaced.
- Also **mention things that are good** and give compliments about the car. Show seat / handlebar protection if necessary.
- Good lighting is a necessity, so use lighting on the camera or use a flashlight.
- All measurements should be carried out with digital illuminated measuring instruments as much as possible and make them clearly visible on the video.
- Explain the measurement results and indicate what this means on the basis of e.g. safety, durability, consumption or comfort.

BEST PRACTICES

Script brake fluid: *"The brake fluid no longer meets the minimum quality and is therefore insufficiently effective. This is caused by the absorption of dirt and moisture. This lengthens the braking distance and the effect is dangerous. I strongly recommend that you replace the brake fluid every 2 years. "*

Script brake pads: *"The brake pads have been measured and are.... mm. The minimum requirement is.... mm (check manual) and I recommend that you have them replaced."*

Script tires: *"A new tire has a tread depth of 8 mm. I recommend replacing the tire with a tread depth of 3 mm, as there is a risk of skidding, aquaplaning and too long braking distances, especially in bad weather conditions.*

1.6 mm is the legal minimum requirement. Your tires have been measured and are.... mm and based on the expected number of kilometers that you will be driving, we advise you to replace the tire (s) now. "

Script brake discs: *"I measured your brake discs, which are 22.5 millimeters thick. [brand] prescribes a minimum thickness of 23 millimeters. "*

Script coolant: *"I have checked the quality of your coolant and the protection goes up to.... degrees. The necessary protection is between -25 and -37 degrees. Coolant protects your engine in cold conditions, it is an anti-rust agent and lubricant for your cooling system. I recommend that you restore the coolant quality to protect the engine.."*

How do I make a good video?



1. INTRO | Opening shot with yourself in front of the car, the customer's car and the license plate clearly visible (your face does NOT need to appear on the video)

2. COMPLAINT PROCEDURE | Repeat the complaint that the customer has indicated, what have you done about it / what are you going to do about it? Indicate that for the safety and comfort of the customer you have also checked / will check the rest of the car. The rest of the video is then about this additional check.

3. WHAT ELSE DID WE NOTICE:

Under the hood

Clearly film the defective or unforeseen part to be replaced. Please state in your comments why you recommend replacement in the interest of the customer.

Around the car

Walk around the car and check lighting, windshield wipers, missing covers, damage, etc. Choose the most important one, record it and indicate that you recommend replacing it. Is it a small thing: tell that the replacement is included in the service package (at no extra cost) and tell the customer this in your video!

Standard texts:

STEP 1:

Good morning / Good afternoon sir / madam,
My name is and I'm the technician at <location>
who works on your car today.

STEP 2:

Your car is with us today for [list activities for which the car is in the workshop and what will be done about it]. Also compliment the customer on what is good about the car.

STEP 3:

Because we put your safety and (driving) comfort first at [Location], we also check additional aspects (completely free of charge) in addition to the activities

Around the wheels

Check wheels, brake lines, brake discs, brake pads. Write the minimum disc thickness on the disc and film how you measure the actual thickness with the caliper. Tell the customer the status.

Under the car

The best part: the bottom. The customer never sees the bottom and often finds it very interesting. Tell the customer what you see, do, replace or recommend.

4. COMMERCIAL ACTIONS | "I noticed that there is no air conditioning maintenance sticker under the hood. Given the age of the car, I would advise you to carry out an air conditioning service. We refill the refrigerant for the air conditioning. On the work order I also see that we are going to replace the cabin filter. It is nice if we immediately perform an air conditioning cleaning. Then your air conditioning system is completely filled and cleaned again." Of course don't copy this text literally every time!

5. END | Thank the customer for watching, wish him / her safe kilometers and indicate that the service advisor will contact the customer. Again, record the customer's car and license plate. Don't say "goodbye" or something similar at the end.

Be positive, compliment the customer on what is good about the car.

for which the car was brought to us. From this I noticed a number of important things that I would like to show you with this video.

STEP 4:

[Explain what you noticed and the points that are listed on the work order. Explain additional work clearly and visibly to the customer. Also explain why you think it should be replaced or repaired.]

STEP 5:

Thank you for choosing 'your company' and for watching this video. I wish you many more safe and enjoyable kilometers with your car. My colleagues service advisors will contact you.

Feedback on video's

SCORING

1: The right start?	5
2: A good intro?	5
3: A clear introduction	5
4: A clear explanation	5
5: Everything clearly visible?	15
6: Explanation understandable and correct?	15
7: Additional work is sold?	5
8: A logical sequence?	5
9: The right ending?	15
10: Sound and video okay?	20

Explanation

NR. Topic Description Scoring

NR.	Topic	Description	Scoring
1	The right start?	Video front car + license plate in the picture	5
2	A good intro?	(customer name, technician / service advisor's name, company name)	5
3	A clear introduction	You brought your car for ... (list the points where the car came in for * Including customer complaints *	5
4	A clear explanation	I have fully inspected your car, and a) I noticed a number of things that I would like to show you with this video. (or) B) Your car is in good condition, everything is fine, I'll show you what I checked.	5
5	Everything visible?	Use tools to improve transparency (see training) Point out where the customer should look, etc. Explain (if applicable) what you are doing / what you will do during the service	5 5 5
6	Explanation understandable and correct?	1) Mechanic explains cause and effect (see training) 2) Mechanic explains the reason for the advice. 3) Mechanic does not use diminutives (little problem.....small issue)	10 5 5
7	Additional work is being sold?	Good: For your safety, I advise you to replace it urgently. Or: "I would be happy to replace it for you" or "The Brand advises that that ..." or "We can fix this for you" Not good: Not naming it... or "these MUST be replaced" (Don't tell the customer he MUST do something...)	10
8	A logical sequence?	Don't put the bridge up and down unnecessarily... or walk from front to back without any reason.	5
9	The right end?	1) Rear of license plate 2) Thank the customer for choosing 'your company' and for watching the video. 3) Indicate the next steps (the service advisor will contact you)	5 5 5
10	Sound and video Send feedback History	1) There is a good balance between good and bad news. (Not just bad news) 2) The sound is good 3) Filming: not too close to the car and don't film the floor while walking. 4) Video is not unnecessarily long (max 2.5 minutes)	5 5 5 5