

Customer Experience Follow-Up Phone Script



Dealer Post-Sale Follow-Up Call Script

Phone script to customers after taking delivery of their newly purchased boat

Remember to always smile before you dial.

<p>Greeting</p>	<p>Hello, good (greet time). This is (Representative Name), from (Dealership Name). May I speak with (Customer Name)?</p> <p>Is this a good time for you?</p>	<p>Review original notes in CRM before calling.</p>
<p>Purpose of Call</p>	<p>I'm calling to check with you on your new (Model).</p> <p>Have you had a chance to use the boat?</p> <p>How did your first day on the boat go?</p> <p>Where did you go? Who went?</p> <p>What did you do?</p> <ul style="list-style-type: none"> ○ Fishing ○ Skiing/Boarding/ Surfing ○ Cruising ○ Entertaining ○ High Performance ○ Swimming ○ Scuba ○ Family Fun <p><i>If they haven't used the boat, use these same questions to ask about their first planned outing.</i></p>	<p>Make notes into CRM</p> <p>Remember to add the FORMAT information:</p> <p>Family</p> <p>Occupation</p> <p>Recreation</p> <p>Motivation</p> <p>Animals</p> <p>Teams</p> <p>Schedule your next follow-up in CRM</p>

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<p>Rate the Experience</p>	<p>On a scale from 1 - 10, with 10 being the best, how would you rate your first day on the new boat?</p> <p>“10” Great! What made it a 10?</p> <p>“1-9” May I ask what made it a (number)?</p>	<p>1 2 3 4 5 6 7 8 9 10 (circle one)</p> <p>Notes:</p>
<p>Answer questions and help with issues</p>	<p>Do you have any questions on the operation of the boat?</p> <p>Did all the equipment operate ok?</p>	<p>Launching Operation Docking Retrieving</p>
<p>TO to Service</p> <p>Social Media</p>  	<p>If there are service issues to resolve:</p> <p>I’ll get with the service department and have them contact you. Do you want them to call/email/or text you?</p> <p>Are you on Facebook or Instagram?</p> <p>Checkout our pages and please post pictures of your great times on the boat. I’ll be looking out for them!</p>	<p>Need Service?</p> <p>Who owns the issue(s)?</p>
<p>End Call</p>	<p>Thanks again for your business and taking the time to speak with me, if you have any questions please feel free to call me.</p>	<p>Update CRM with notes from the call</p>