

CALLER CX
REPORT

Create
a caller
experience
that brings
boaters back.

You can't buy
HAPPINESS
but you can
BUY A BOAT.



And that's pretty
much the same thing.

The key to your success is
making connections with
your customer on the phone.

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Care

AI VS. HUMAN

PROGRAMMED TO CARE!

Artificial intelligence (AI) doesn't need emotional cues to answer questions and provide the information that humans do. Bots are programmed to perform repetitive tasks and spit out information as quickly as a human can request it. We view bots and humans as opposites, one made of wires, the other feeling, and the biggest difference being the one that actually makes us human...**WE CARE.**

If being "human" means displaying empathy and possessing interpersonal skills, then how "human" are humans? We rely on Siri and Alexa for information, answers to our questions, and every day those technologies are collecting data on how people are asking and the way they speak. Machines are creating great user experiences with one simple caveat, they can't care.

Being human means caring and to successful organizations, caring means that they put the customer at the center of what they do and how they do it. Creating an experience that brings boaters back begins with understanding what boaters want from their experience.

When purchasing a luxury item, be it \$5,000 or \$500,000 is something that is "nice to have" but not "need to have", the first thing we ask ourselves is, "how will I use this item to enhance my life". We already know it's going to cost money, and because it's a discretionary item, will be purchased with expendable income. Boats are specialized, what a boater wants is largely determined by how they plan to enjoy the water. The first question that a boater likely asks themselves is, "What kind of boating would I like to do?" They immediately fall in love with the experience of how they will use the boat they purchase.



It takes a **HUMAN** to understand enthusiasm & act on emotions

Siri can't be taught to genuinely smile and share excitement when a boater talks about taking their family on the water for long weekend getaways, but WE can!

Start to enhance the experience of your callers by always asking questions that lead back to the experience, "How do you/how will you use your boat? For relaxation, adventures, getaways, etc." and then take a genuine interest in what they say and how you can help. This will make calling your dealership a pleasurable experience and one that **keeps boaters calling back!**

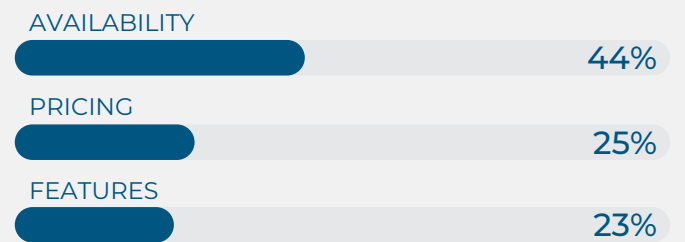


BOATERS ASK ABOUT FEATURES ALMOST AS OFTEN AS THEY ASK ABOUT PRICE!

"Do you have it?" is their number one question. Dedicate yourself to the phone and to a process that ensures you're prepared to answer all of your callers questions every time!

WONDERING WHY CALLERS CALL?

Here's a breakdown about the top three areas boaters inquire about when calling a marine dealership:





Power

OF MOMENTS

Parents of young children spend days sweltering in the heat and long lines of Disney World: The thrill of riding Space Mountain (a peak moment) and the joy of seeing their children don Mickey Mouse ears at the end of the day (an end moment) can tip the overall balance of a day to the positive and keep customers coming back.

In **The Power of Moments**, Chip and Dan Heath teach how to capitalize on an unexpected peak moment for customer satisfaction. They give an example of the Magic Castle Hotel, one of the top-rated hotels in Los Angeles that routinely beats out the Four Seasons and the Ritz Carlton on service quality. How is this possible when the pool and other physical amenities of the Magic Castle Hotel are far less impressive than their rivals?

POPSICLE HOTLINE

“Let’s start with the cherry-red phone mounted to a wall near the pool. You pick it up and someone answers, ‘Hello, Popsicle hotline.’ You place your order, and minutes later, a staffer wearing white gloves delivers your cherry, orange or grape Popsicles to you at poolside. On a silver tray. For free.”

The Magic Castle Hotel has found a way to deliver a peak moment for anyone on vacation in Los Angeles, and it leads to outstanding satisfaction scores.



HOW CAN DEALERS TURN ROUTINE CALLS INTO POPSICLE MOMENTS?



95%

In a recent call study we found the marine industry is nailing the **END MOMENT:**

OF EMPLOYEES PROVIDED A POSITIVE STATEMENT WHEN ENDING CALLS!

Let’s focus on turning pot holes into PEAKS!

57% **Only 57% of employees provided answers to the caller’s questions.** Consider how much info customers have at their fingertips, yet they still call dealerships to get answers, give them! Stay current on Best Practices in rapport building to keep callers on the phone while finding answers to their questions.

33% **An appointment was set in 33% of calls.** Customer excitement for an appointment should build during the call. Boat buying cycles can go in years but eventually buyers want to come in and physically touch the boat they’ve been daydreaming about. Appointments aren’t the goal, moving phone connections to physical connections is the goal.

46% **46% of employees asked questions to identify needs or develop rapport.** Remember, boaters fall in love with the experience they are dreaming about their boat bringing them. Asking questions about that experience is key to making a connection and gaining a customer!

»» WHAT CAN WE LEARN FROM...

YOUR CALLS?

THE TELEPHONE IS KING

Smartphones and the ease of click-to-call are driving phone call volumes up. Dealership employees are finding they are spending more time on the phone making connections, answering caller's questions, collecting information, and creating the desire for the caller to want to come in and see their boat. With all of today's technology, the telephone is the primary entry point for a prospective boater to connect with a dealership. Be prepared.

CUSTOMERS CALLS?

RECORDING AND LOGGING CALLS IS ALL ABOUT TRANSPARENCY AND ACCOUNTABILITY.

These qualities ensure improvement and success. A qualified and experienced call tracking and monitoring provider will deliver a wealth of data and recordings from inbound calls, showing how call recording for marine dealerships are a powerful employee training and development aide. Managers can identify performance improvement opportunities by listening to how employees manage the caller experience. Employees can assess and improve their own skills by listening and scoring their own phone calls.



START SCORING TODAY!
Click here to download your FREE Employee Assessment Form to begin improving skills.



»» LET'S TRY THAT AGAIN!

THE HIGHEST PERFORMING DEALERSHIPS SEEM TO HAVE ONE THING IN COMMON.

They act on the data from their phone calls. They use that data to improve the quality of their customers' experiences with the dealership and continue with ongoing training for their staff, especially when things go wrong!

A great call management solution immediately notifies management staff to mishandled calls by sending a text alarm, offering a quick opportunity to rectify the situation, recover the customer and provide meaningful feedback to the employee.



LISTEN TO THIS CALL
gone horribly wrong! After great follow-up this caller became a happy customer.

1:4

CALLERS WILL SET AN APPOINTMENT AFTER A MISSED ATTEMPT!

Capturing missed calls, hang ups on hold, voice mails that need immediate responses are opportunities that otherwise might have fallen through the cracks. Simply reengaging your inbound phone calls results in more appointments and happier customers.

If your dealership needs more second chances,
CALL MANAGEMENT IS YOUR ANSWER



Try it
FREE!



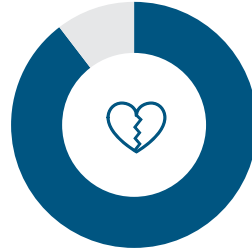
Why

SENTIMENT DECLINES

PREVENT THESE CALL FAIL POINTS!

87%

OF CALLERS SENTIMENT CHANGED FOR THE WORSE



Calls where caller's sentiment changed over the course of the interaction, changed for the worse. It went from positive sentiment at the beginning of the call to negative at the end. The good news...it's PREVENTABLE!

01

BE AVAILABLE

Create a phone process that can't fail. Use your phone data to design it and continuously monitor it.

02

BE PRESENT

Being available also means being present. Treat routine calls like the most important call of the day because they are. Take an interest, listen to the caller.

03

BE HELPFUL

Being present means being there to help a caller through their journey: show empathy, respond to concerns, value that they made a decision to call YOU.



TRAINING PREVIEW

SHAPING GREAT CX: CREATE AN EXPERIENCE THAT BRINGS BOATERS BACK

» Shaping Great CX

■ CREATE AN EXPERIENCE THAT BRINGS BOATERS BACK

ZENITH DEALER SOLUTIONS

85%

Of callers do not have a relationship with anyone at your dealership.

LEARN HOW we can't afford to miss calls!

4%

Only 4% of employees stated their first and last name, yet 90% of employees stated their first & last name on their voicemail greetings.

LEARN HOW relationships start with connections!

16-25%

A word-of-mouth customer has a 16-25% higher lifetime value than those acquired from other sources.

LEARN HOW to maximize those leads!

» Reducing Customer Effort

- Focus on making their lives EASIER

» CONTROL/CONVENIENCE

» INFORMED/AWARE

» HIGH EXPECTATIONS

1 TIME 66%

2 TECHNOLOGY

DOWNLOAD YOUR FREE TRAINING PREVIEW

3 EMPOWERED

Today's customer is more EMPOWERED than ever

Who Wants to Get Social?

2018

Erik Qualman

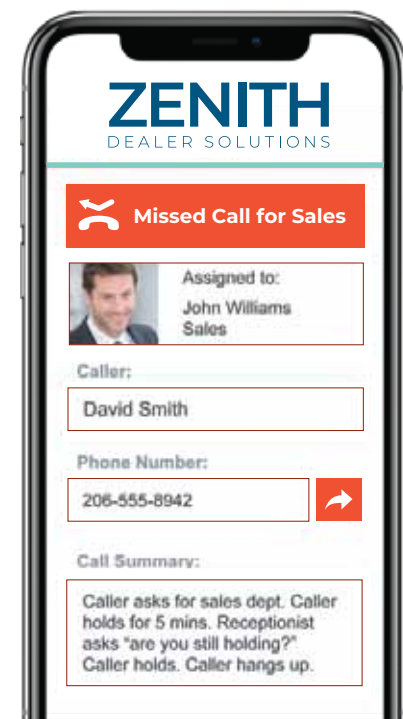
4 UNSCRIPTED

66%



CRM FOCUS

WHICH EXPERIENCE DO YOUR CALLERS RECEIVE?



CRMS ARE ONLY AS GOOD AS THE DATA WITHIN THEM

POWER UP YOUR CRM

Begin each day with a cup of coffee and your prior day's sales opportunity call log. Every sales call should be entered into CRM, assigned to a sales associate and chalk full of notes. Great follow-up communications require great data for context. A simple rule is to enter every number discussed on the call, that includes model years, payments, pricing, length of boat, dates and so on. Numbers drive conversations and they are all contained within your call recordings.



QUALITY CONVERSATIONS

CRM'S TELL YOU WHEN TO ENGAGE, HERE'S HOW TO ENGAGE AND WHAT TO SAY.

To create a great experience for your customer on a call they are not expecting, follow these three rules:

- 1 Greet the customer and ask if they have a minute to take your call**
- 2 Reference some details from their most recent interaction with your store**
- 3 Offer value related to their boat search**

Adding value requires both the context of their most recent interaction and some research on your side. Current boat values and availability of certain models nationwide and popular alternatives, including yours are ideal for follow-up calls.



CRM INTEGRATIONS

HOW DOES YOUR PHONE LEAD INTEGRATION RANK?

- My CRM **does not accept** phone leads
- My CRM places all leads into **one phone bucket**
- My CRM inserts **new contacts** and **appends existing contacts** with phone leads
- My CRM **does the above** and **sends an alarm** of phone leads that could not be entered



CALLER CX Score

CUSTOMER EXPERIENCE (CX) WILL OVERTAKE PRICE AND PRODUCT AS THE KEY BRAND DIFFERENTIATOR BY 2020.

SATISFIED CUSTOMERS WILL DRIVE YOUR BUSINESS

To improve your customer experience, you must MEASURE it and there are several ways to measure customer experience:

- CSAT** **CSAT (Customer Satisfaction) Score:** This is a customer satisfaction score and is based upon how happy a customer is about a specific product, transaction, interaction, etc. with your company.
- CES** **CES (Customer Effort) Score:** This is a customer effort score. When callers expend more effort than they expect calling your store, they likely won't call again. High effort equals low customer loyalty.
- NPS** **NPS (Net Promoter) Score:** This is a net promoter score and is a management tool that can be used to gauge the loyalty of your customer relationships.

CSAT scores are used as a measurement of customer happiness. NPS is used as a measurement of customer loyalty. CES is used as a measurement of how you're able to help customers get answers to their questions and solve their problems quickly and easily. **What is your CallerCX score?**

FOCUS ON YOUR CALLER CX

Focus on the three controllable areas to improve your Caller CX:

- 1 CALL ANSWERING PROCESS.** Don't miss calls.
- 2 CALL ROUTING PROCESS.** Connect callers with experts.
- 3 CALL SKILLS.** Build rapport, answer questions, create experiences that brings boaters back



START DOING THESE THINGS TODAY:

01

STOP CALLING BACK

The biggest cause of high effort is the need to call back. 22% of repeat calls are about issues that could have been avoided on the first call if your team is focused on first contact resolution (FCR).

LEARN MORE about First Contact Resolution

02

USE NEGATIVE FEEDBACK

Use feedback from disgruntled or struggling customers to reduce customer effort. Many companies conduct post call surveys to measure internal performance; however, they may neglect to use the data they collect to learn from unhappy customers.

03

LISTEN!

Listen (or have a reputable call management company listen for you!) Speech to text from phone calls will surface phrases and words that tend to trigger negative reactions and drive repeat calls and poor caller sentiment —words like "can't," "won't," and "don't."

04

EVALUATE YOUR OWN CALLS

With listening comes evaluating: Evaluate your own phone calls. Use this checklist to gauge how well your team is doing on phone calls.

DOWNLOAD the checklist and start evaluating!

GOT 60 SECONDS? COACH AN EMPLOYEE

WHO DRIVES CUSTOMER EXPERIENCE IN YOUR BUSINESS?

Customer experience (CX) will overtake price and product as the key brand differentiator by 2020. Who drives Customer experience in your business? Your people! Competitors can copy everything about your business with one exception, they cannot copy your people. With this in mind, take care of your employees, begin by offering feedback on their performance.

22%

TRAINING ALONE WILL RESULT IN A 22% LIFT IN EMPLOYEE PRODUCTIVITY.

88%

WHEN PAIRED TOGETHER TRAINING & COACHING RESULT IN AN 88% LIFT IN EMPLOYEE PRODUCTIVITY.

Start with coaching. Training alone will result in a 22% lift in employee productivity. Training AND coaching spikes that number significantly, when paired together training and coaching result in an 88% lift in employee productivity.



DOWNLOAD OUR 60 SECOND COACHING MODEL

Begin coaching your employees today!

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DEALER SOLUTIONS



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