



TRICE

T = TRUST

1. With customers.
2. Internally, from the front office to the shop and vice versa.

R = RESPECT

1. Front office to shop and vice versa.
2. For anyone that walks through our door.

I = INTENTIONS

1. If you have bad intentions.....you may not work here.
2. Half-truths? Cat and mouse games? "Oh, I thought..... you may not work here.
3. Lie to me? Lie to a customer? Lie to a co-worker? you may not work here.
4. No games. Upfront...bad news is accepted. You will not be crucified for doing the right thing. Things happen. We work through them together.

C = Communication

1. With customers proactively, good news or bad.
2. With co-workers proactively, good news or bad.
3. With me, good news or bad.

E = Empathy

1. For customers' situations – timing, budgets, etc...
2. For each other...Front office to the shop and vice versa.
 - a. Service Advisors work with customers to solve a vehicle's issues for their circumstances. Techs may uncover many things that need to be fixed. Working with customers, it may take two or three visits to have the money to get their vehicle right. Techs need to understand this.
 - b. Techs need information and parts quickly. Service writers need to have a real sense of urgency for the technicians and our customers.
 - c. Bottom line – we all work together to provide a great customer experience.