



## WELCOMING SAAB OWNERS

For over 25 years, many great relationships have existed between Saab Owners and the Cadillac Dealerships that have served them. With the announcement of specific Saab Field Actions taking place, Cadillac again has the opportunity to serve Saab Owners. As they experience the Pinnacle of Premium, this is our time to build new and ongoing customer relationships.

### CONCEPTS AND PRACTICES:

By leveraging some of the more basic concepts and practices described in The Cadillac Way, we can truly make the Saab Owners visit a memorable Cadillac Moment.

- Greet the customer and car by name immediately, and personally introduce the customer to the Service staff.

*For many, this may be their first impression of your dealership. An instant warm welcome to your business will go a long way.*

- Be empathetic to the customer's vehicle concerns.

*These Saab Owners have valid concerns. By listening to them completely with follow up questions for clarification and validation, the foundation of trust is built.*

- Provide an accurate service timeframe and proactively update the customer through their preferred method of communication if there are any delays.
- Offer options to minimize the disruption to the customer's life.

*By offering the Saab Owner a Cadillac CTA unit, not only does the courtesy diminish the disruption to their lives, but also lets them experience first-hand the passion of driving a Cadillac.*

*Should the Saab Owner take advantage of the use of a Cadillac CTA unit, by having a Sales Consultant provide a walk-around of the vehicles features and benefits, it will help make the experience both comfortable and familiar.*

- Escort the customer through the facility rather than pointing the way.

*For those customers who decide that they would like to wait, by giving them a personal tour of your facility and introducing them to key members of the dealership staff, we create a comfortable environment for both interaction and discovery.*

- Escort the customer to an appealing beverage and snack selection.
- Make sure family members and children are taken care of.

- Work with the Technician to identify additional work needed for current or future visits utilizing the Multi-Point Vehicle Inspection and communicate this information to the customer.

*By focusing on transparency, we further build trust.*

- Ensure the same Service Consultant delivers the entire service and completes the transaction.
- Ensure the customer's vehicle is spotless and remove all service related items.

*There is no greater visual that we care about both the Saab Owner and their vehicle than returning it to them in a clean and spotless manner.*

- Send a personalized, Cadillac-branded thank you card with signatures from the Service Manager and Technician.

*Meant as a "wow" moment, this small gesture indicates the level of appreciation your dealership has for their business. From a trust perspective, it is just one more building block in starting a notable and ongoing customer relationship.*

While these concepts within The Cadillac Way provide a roadmap, it is the Cadillac Dealership owners, managers, and employees who truly create the pinnacle in customer experience.

Best regards,

The Cadillac Moments Team