Audi
Truth in Engineering

Service Information

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Technicians are at the core of Audi of America's Fix it Right the First Time (FRFT) initiatives. The challenges that technicians face as the result of shortcomings in our Shared Service Processes are difficult and directly impact FRFT efforts.

In an effort to overcome these challenges, we are proud to announce the formation of the Technician Advisory Board (TAB).

TAB is an Enhanced Service Communication and Feedback Strategy that allows all dealership technicians to identify shortcomings in the Shared Service Processes and provide direct, unfiltered feedback by means of a multi-dealer, multi-directional path between technicians and Audi of America. This feedback is used to gain insight and correct real world issues that affect technician efficiency and undermine FRFT.

TAB Structure and Function:

- TAB is aligned by region. Each region is comprised of a TAB Liaison and the dealership technicians from within those regions.
- TAB Liaisons are the central point for collecting and reporting issues that were identified by dealer technicians within their region.
- It is suggested that no more than one technician per dealer be the central point of contact for sending feedback from fellow technicians within their dealership to the TAB Liaison.

Communication with a TAB Liaison by your dealership does not replace existing feedback processes, e.g. ELSA Feedback, GFF Feedback, STR Revision Forms, etc.

The primary method of communication is by informal email between the TAB Liaison and volunteer dealer technician. An occasional phone call by the Tab Liaison may be initiated if deemed necessary.

The 2013 Technician Advisory Board Contact List can be found by logging into AccessAudi, select *Dealer Council* and is located in the *Technician Advisory Board Contact List tab.*

We are confident that this strategy will have a positive impact on technical resources and become an integral part of the future of our Shared Service Processes. These efforts will have a direct effect on FRFT and customer satisfaction.

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