

Field Technicians: Building Loyal Customer Relationships

Making personal connections & building relationships

Your customers are coming to you for expert service and high-quality parts—give them both at every opportunity.

Truly serving your customer:

Take a moment to assess their frame of mind and what they need most from you when you arrive on site: your expertise, your compassion and understanding, friendly chit-chat or just “get down to business”. Let them talk and really hear them. Follow their lead.

What your customer wants most

- Your full attention
- To be heard
- To know you care
- To know that you are knowledgeable
- To feel appreciated/important
- To know you're the person who can solve their problem and deliver the results they're looking for

Remember to check-in with your customer at the end of your visit and share with them the results of your repair and what to expect next. Timely, clear communication is the foundation of a loyal customer relationship.