



VOL. 11 No. 16

AUGUST 15, 1937

THOSE COMPLAINTS!

In this service business no matter how carefully customers are handled some complaints are bound to arise. We can't always have work done at the promised time. We can't always interpret the customer's desires so that the mechanic can make the necessary adjustments or repairs, but whatever the complaint it can usually be successfully handled if a few simple rules are followed.

Impress the owner with the fairness of your policy. Always thank an owner for bringing to your attention any condition with which he is not pleased and take particular pains to tell him that, while you believe firmly in the quality of the work done in your shop and the quality of the products you sell, you are anxious to hear his story. Make sure you tell him you are glad he has told you of his dissatisfaction, since this gives you a chance to correct the work not done properly or any misunderstanding.

Let him blow off steam. After you have thanked him and told him that you want to hear his story, be sure to give him all the time he wants to tell you the long story of his troubles. The longer he talks the better. In the first place he will feel relieved, and you will have a better chance of adjusting

any difficulty. Usually if he talks long enough in order to make his story strong, it will become somewhat exaggerated and this, of course, weakens his arguments. So, by all means, listen to his whole story without interrupting and without arguing.

Keep cool. No matter how blustering he becomes or what kind of language he uses, remember that he is talking to you as part of a company and not as an individual. When your turn comes to talk, use a smile and a calm voice. Explain the facts as you know them and as quickly as possible arrive in your own mind at a decision as to what should be done to straighten the matter out.

Get all the facts. Don't express any opinion until you have his complete story and all the facts from your side of the case. Get the necessary records and talk to the necessary people so that you have the whole story. When you have all of the facts, a decision as to what should be done is usually quite clear. There are cases, of course, when it is better policy to grant an owner's unreasonable demand or to work out a compromise with him than it is to win the argument and lose the customer. The best rule is that if you can't sell him on the fair-

ness of your decision, work out a compromise that will be satisfactory or as quickly as possible give him what he demands. You shouldn't push too far the saying that the customer is always right. Either sell him on the fairness of your decision or work around so that he makes a decision that will be fair. In many cases you will find that his decision costs you less than the one you had in mind. Often it works out well to briefly state the facts of his story as he told it to you, then state the facts on your side of the case and then say, "Mr. Jones, what do you feel would be fair in this mat-

ter? We want you satisfied with our decision and we know that you want only what's fair. Would you mind telling me what you would do if our cases were reversed and you were in my position?" Many times you will find his decision will be a compromise on the adjustment.

Any adjustment should be made in such a way that you make him feel that you are sincerely glad to make matters right. When he leaves you want him to know that he can count on you for fair treatment. If he has this feeling, he will give you his additional business.

NEW SERVICE BUILDING IN ST. LOUIS

The Berry Motor Car Company, St. Louis distributor, has added to its facilities a new service building.

The new service station was designed, first, to facilitate order writing; second, to facilitate the diagnosis of trouble and its prompt adjustment; third, to provide light and equipment to assure accuracy and minimize costs.

The lot is fenced in for privacy and has a con-

The building has a 65-foot frontage, is 150 feet deep, and will be heated from the main plant at Twenty-second and Locust Streets. With windows on three sides and two skylights on the fourth side, daylight conditions prevail throughout the interior. The roof is of precast concrete, covered with celotex for insulation, and ventilating fans in the skylight provide a complete change of air every six minutes.



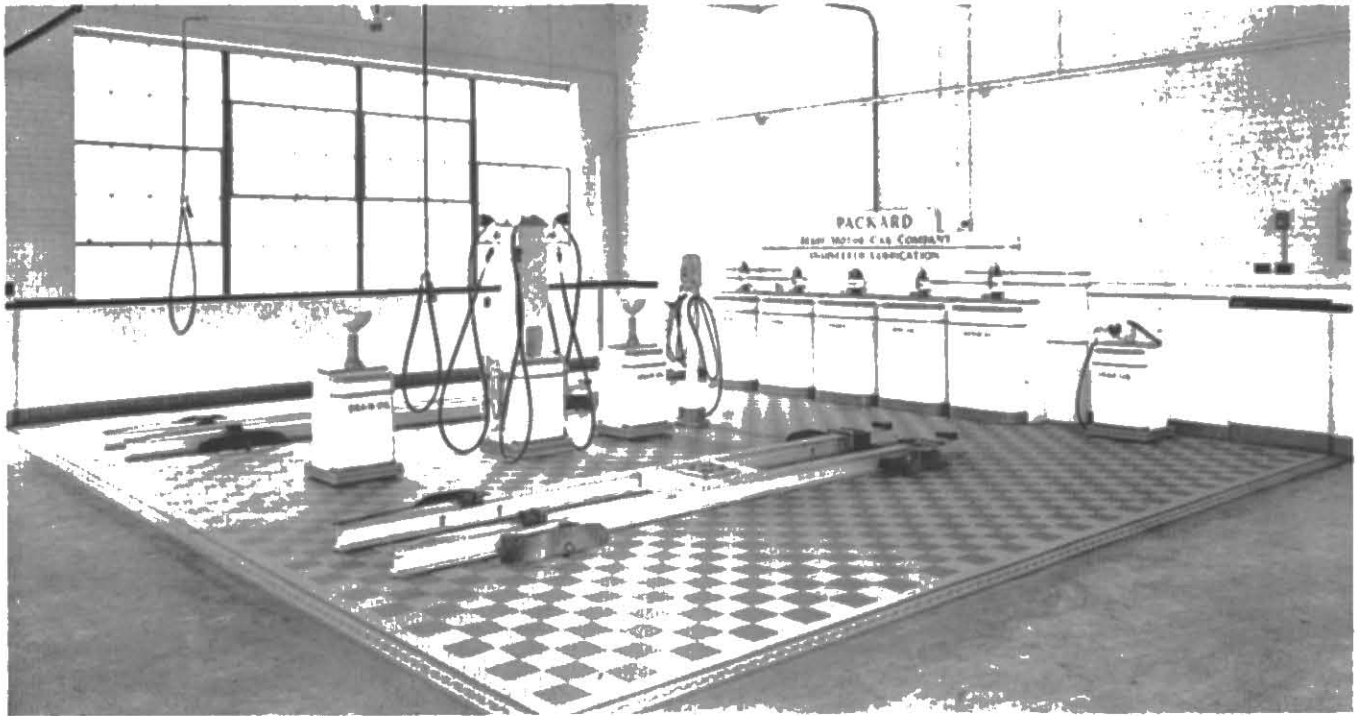
crete surface to minimize dust and dirt and to facilitate the handling of cars. Although the main entrance to the parking lot is on Washington Avenue, any owners wishing to avoid traffic can enter and leave by St. Charles Street.

The car owner enters a daylight building without posts, and proceeds to a designated location, which keeps cars away from the entrance door, for order writing. Cars park in rotation so that the customer will be waited upon in turn.

Modern equipment to facilitate diagnosis and adjustments, such as front end alignments, machine motor analyzer, wheel balancer, headlight adjuster, spark plug cleaner, etc., are available.

Exhaust from running motors is conducted through conduits underneath the floor and blown out of the building by an electric blower. Compressed air is accessible from every point throughout the building, as are also electric connections for power and lighting.

The lubrication department is equipped with two hydraulic hoists and with the newest and most efficient equipment. The grease and oil containers are large enough for a full size oil barrel, so that there is no transfer of the lubricant from barrel to a smaller container. The barrel itself is rolled into a suitable container connected with the pumps and lubricant is forced directly from the original oil barrel to the car.

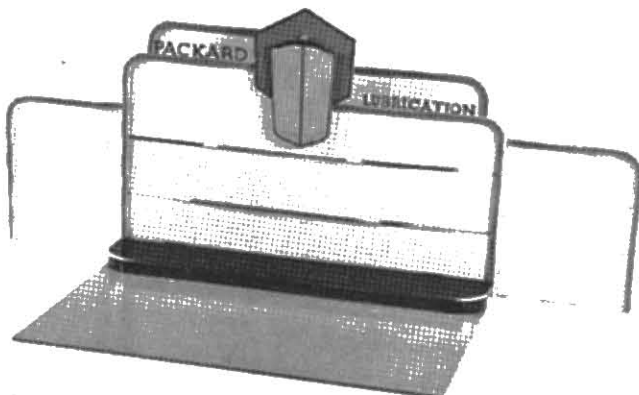


PLAN FOR ADDED BUSINESS

The wise distributor and dealer does not overlook the opportunity of increasing service business and concentrates on those items which require periodical service attention.

Tailor-made lubrication backgrounds and displays are obtainable through any of the larger oil companies, and their salesmen will gladly cooperate with you on proper layouts and suggested material. A standard lubrication background is available through the manufacturer, Hugh Lyons Co., Lansing, Mich., or this may be purchased through any of the larger oil or equipment companies.

Mailing pieces have already been distributed, with suggestions outlining various plans of purchase by such concerns as Graco, Lincoln, Alomite, Valvoline, Pennzoil, Quaker State and Standard Oil. Salesmen from these organizations and others of this type are specialists in this field and have a great deal of valuable information concerning effective, efficient layouts. We suggest that you avail yourself of their experience as well as the assistance of the service representative in your district.



SERVICE MEETINGS

This year there will be no general service meeting at Detroit. Instead, three teams of three men each will hold nineteen regional service meetings covering the United States and Canadian distributors and dealers. These meetings will be held during October.

The above meetings have no connection with a series of field meetings to be conducted by the sales department during September.

Complete information and dates of meetings will be announced in due time.

H. Page

DO CUSTOMERS NOTICE?

Packard Motor Car Company
37th & Shields
Chicago, Illinois

June 28, 1937

Gentlemen:

When you meet a gentleman you like to treat him as such. The man I have reference to is Mr. Eddie Gippert, Packard Dealer in Rock Island, Illinois.

I have driven, in my fourteen years on the road as a salesman, several different kinds of cars. Last month, I bought a Packard Coupe, six cylinder from Mr. Gippert.

In all my dealings with garages, car agencies, etc., I have never run across a dealer that has the interest of the owner at heart as Mr. Gippert.

Several small items have turned up on the car since I bought it and never once have I heard a word about the number of times I brought the car in for service or some fancied thing that might not even be wrong.

It is a pleasure to drive such a car as the Packard and a most wonderful pleasure to deal with a man such as you find in dealing with Mr. Gippert and his helpers in Rock Island.

Yours sincerely,
(R. W. C.)

OUT-ON-TIME CLOCK

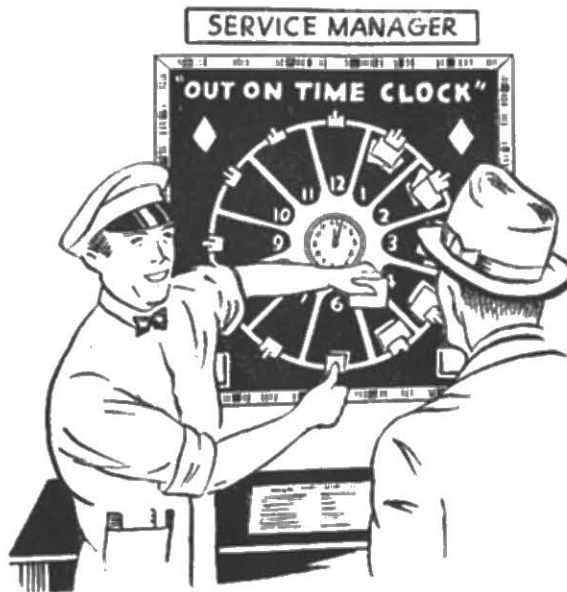
Furnished with a supply of 500 cards—ready for use—constructed of steel -lithographed in blue and white. Approximate size, 2 feet square.

Equipped with guaranteed electric clock, 110 volt, 60 cycle. (When this current is not available, 8-day spring clock can be furnished.)

PRICE - - - - \$10.50

Less 5% for Cash

Not Only Counts the Hours But
Makes Every Hour Count



The customer's name is written on the slips provided, together with the time promised. Slip is then inserted in clip at promised hour, where it remains until job is finished.

Talk about a "jogger-upper"—this is one. Every time you look at the clock you are reminded of the particular delivery time on each job in the shop. You know when you've got to keep moving—when you can take time out. You have visible work schedules . . . communication between all employees of the organization . . . service managers can accurately schedule work as it comes in. You have visible inventory of billable service on an accurate hourly basis . . . a continuous system of bookkeeping . . . Built around an electric clock the "OUT-ON-TIME" clock has hourly graduations projected outward to allow space for the clipping on of slips containing details of job to be done, customer's name, date and, if desired . . . charge to be made. When the customer's order is written up, a glance at the work on the clock makes possible accurate determination of time at which job can be turned out. Card is then filled in and attached to clock in the proper space. This can all be done before customer leaves. He knows that he can get his car on time. As he sees his ticket attached to clock he is impressed by the attention paid to his job . . . by the businesslike attending to work on schedule . . . When he leaves he feels certain that he can get his car at the time marked up. When he does he doesn't forget. He comes back because he's found the place where promptness is the rule rather than the exception.

CUSTOMER NAME	TIME PROMISED

Service tickets shown here are used with clock. Ticket on left to be used for current day's transactions . . . reverse side of this ticket is the one represented at right to be used for future business—phone calls, etc. After promised time is set, it is written with customer's name on card and inserted in the correct hour clip—where it remains until job is finished or delivered.

FUTURE PROMISES

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Mail Order and Check to

HOUSER ENGINEERING AND MFG. COMPANY, BLUFFTON, INDIANA