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GETTING THE OWNER STARTED RIGHT

A great deal has been written on the general subject of what makes an owner dissatisfied. There are many answers to such a question, but one which undoubtedly heads the list could be found in the condition, or it might better be said lack of condition, in which the new car is delivered and in the little things which develop during the first few weeks of operation. He has just purchased a new car and rightfully feels that to all intents and purposes it is a perfect automobile and should operate accordingly.

In the service department we don't like to hear the phrase "perfect." We must admit however, that this is what the salesman talks about and we will agree that just as far as possible this should be what is delivered.

Periodically we all make a drive on tightening up on new car fitting and delivery. Then we sit back and let this particular function try to take care of itself. Every once in a while we should bring the subject up again and make sure everything possible is being done to get the new car into the hands of the owner in proper condition.

In addition to this, we probably are not paying enough attention to the 500 and 2500 mile inspection which the owner paid for when he purchased his new car. There isn't any doubt but what policy expense would be lower and owner satisfaction greater if we would really

make these inspections a very definite part of our procedure. Each owner should be encouraged to come in for these two inspections and in fact, should be followed up and called in at the proper times in order to get him in. If those little detail items that become so annoying to the owner were located and corrected by means of these inspections and adjustments we would be well on the way to having our new owner satisfied with his car.

It seems to us that one or two men, as may be necessary, should be definitely assigned the job of getting these new owners back in and of making these inspections, and a very definite procedure should be set up in the shop so that a thorough inspection is made and every means taken to make sure that the car leaves in the best possible condition. If conditions are located early in the life of the car and definitely corrected, they are less expensive to handle, and certainly the owner is kept in a much better frame of mind.

Let's check into this procedure again and make sure that when a new car is delivered, there is a service department contact and the Owner's Card and Inspection Coupons are explained to the owner and he is urged to take advantage of them.

Next, let's see that a thorough inspection is made, and for this purpose the New Car Fitting

This is your opportunity to thoroughly sell your service department and to create in the owner's mind that feeling of confidence which can only mean a continued series of satisfactory contacts with your service department.

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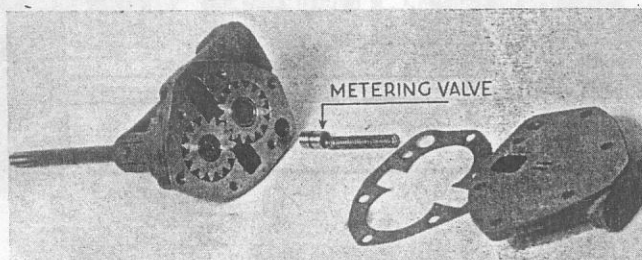
Order PD 28A from Reynolds & Reynolds,
Dayton, Ohio—75c per hundred.

INDEXES

If additional copies of the indexes are desired, please write the editor of the Service Letter. They will be supplied without charge.

OIL PUMP—TWELVE

The Twelve oil pump has two outlets, one going to the crankshaft main and connecting rod bearings, the other to the camshaft and valve mechanism.



In any case of noisy Twelve valve mechanism, before dismantling to examine the valve take-up mechanism, remove the oil pump, dismantle it and see that the metering valve which feeds the valve mechanism is free.

LIFEGUARD TUBES—TWELVE

The LifeGuard tubes are matched with the tire in which they are installed, so that when they are assembled with the valve stem in line with the balance mark on the tire the assembly will be within the specified limits of balance.

It is important that the matched tubes and tires be kept together. If the tubes are assembled in other tires, or the tubes are reversed in the tires, as they would be if the tire were reversed on the wheel there is no assurance that the assembly will be in balance and the wheel and tire assembly should be checked for balance before installing it on the car.

When LifeGuards are installed on cars not originally so equipped at the factory the wheel and tire assemblies should be carefully balanced.

Disregard all balance markings on the tire and find the actual light spot by checking the wheel and tire without a tube on the balancing stand. Mark the light spot with chalk. The LifeGuard is then put in the tire in the usual way with the heavy spot indicated by the balance dot on the LifeGuard in line with the light spot, indicated by the chalk mark on the tire.

WHEN IS A REPAIR ORDER NOT A REPAIR ORDER

There are several answers to this question.

The first one might be, when it's written so you *can't read it*. This is usually a matter of taking enough time to write plainly. The order you can't read quickly costs money in wasted time and may cost more money by being wrongly interpreted or incorrectly billed.

Another answer is that it isn't a Repair Order when it *doesn't tell the shop definitely* what to do on each operation after careful diagnosis. Such items as "fix fender" don't tell which one to look at nor what to do nor how much time to take—which means money to the customer. Maybe the customer wants one of them tightened. Maybe it's a bump you are supposed to take out and touch up. Maybe you are to go over all of them. Your guess is as good as the next or maybe you are supposed to go to sleep on one of them.

You have all seen these — "Fix carburetor," "Eliminate squeak in rear of car," "Replace light bulb" (this may be the one in the gents' powder room — we wouldn't know).

The answer here is to keep the shop in mind and give definite instructions.

Another answer to the first question is that it is a Repair Order when it *tells the owner what is going to be done* and what he is going to pay for it. Keep the owner in mind. Don't



write "spark plugs" and have him looking for new ones when you should write "Clean and adjust spark plugs." Don't write "Carbon and valves \$14.00." He knows he has valves and he doesn't want any carbon at \$14.00. Write

out what he gets in an M-24 operation and it's worth \$14.00. We saw one the other day—"Eliminate oil leak—fuel pump falling off"—nice going, that's real selling.(?)

During the touring season you find this one—"Replace front wheel bearing. Put defective bearing in back of car." That's always a help to the home dealer! And for the love of Mike, if you do have a motor job please don't write "Install stripped motor on exchange." It sounds like you picked one up in the alley after the boys had removed all the useful parts. Let's say "Install new motor—special adjustment."

If the owner is going to wait for his car why not write on the order "Owner waiting." It beats a big "SAP," meaning "Soon as possible," because he may think you are describing him.

Don't forget the owner when you are writing the order. He gets a copy of it. And if the owner is waiting, don't, for heaven's sake, charge him for more than "actual" time for the job.

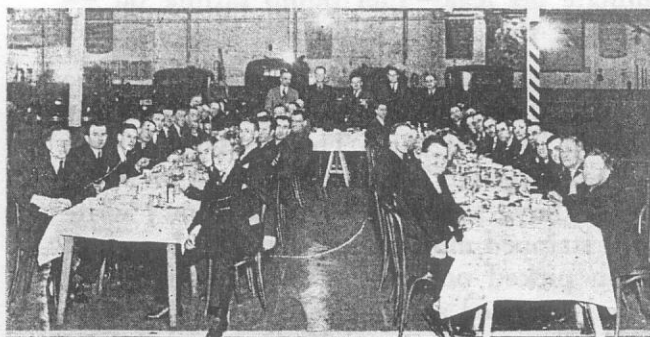
A Repair Order isn't one if the *cashier can't use it* to collect from the owner. Don't think this isn't important to you fellows who write them because if he can't bill them and collect for them it will make a big difference to you one of these pay days.

Altogether too many owners drive out without paying cash because you didn't do a job. Don't you want the boss to have any cash? Sure it's your job. Flat price all your orders. Tell the owner what the job will cost at the time you take his order or call him later. It's easier for you in the long run. C.O.D. business is the most profitable. It costs money to carry accounts, and if you think a thirty, sixty or ninety-day old repair bill is easy to collect you just try it.

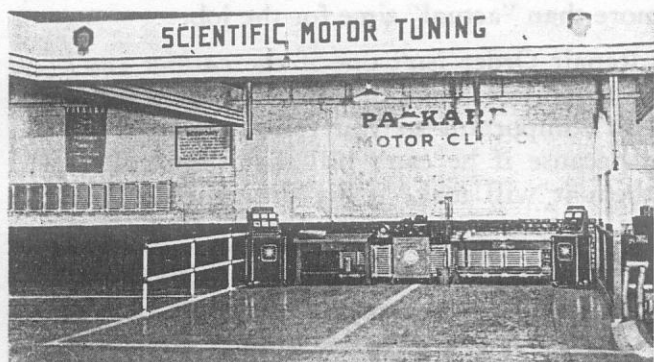
Well, what is the answer to all this? Most of it you will find in the Service Charge Manual—use it. Write Repair Orders with the right name on each item. Show the operation symbol and price every item. You will have some you will have to estimate. On these see the foreman or one of the mechanics and tell the Service Manager that Mike says "2 hours." Add the price of the parts and you have the estimate.

If you study the manual and use your head you will have darn few items you can't price from memory. The number of orders you write a day may be something to crow about, but it's the number of dollars you put in the till and those you make it easy to collect that really count. If you don't think so—ask the boss!

WHAT'S HAPPENING IN RICHMOND



Mr. Mooers and his Service Manager, Mr. E. M. Goddard, acted as hosts to the Richmond retail and wholesale service organization recently. A typical Jack Harrison talk was one reason for the meeting and "Bill" Mooers' desire to show his new equipment and model service



layout was the other reason. Both were well worthwhile, because both men had done their usual best.

The views on this page show the new set-up, and the boys in Richmond are justly proud. The valances departmentalize the various serv-



ices. Selling messages and silk banners add much to the walls. The new Motor Clinic has proven a real profit builder. The centralizing of service, cashier and parts offices, convenient to the customers as well as the shop, helps speed up routine. The general effect on the customers, the



boys in the shop and on the cash register has been most pleasing.

The boys claimed the place was clean enough to eat in and proved it by serving a very fine dinner right out in the shop. Visitors included Regional Manager Cragin, Service Representative Howell and the Service Letter Editor.



Service Letters are available for everyone connected with Packard Service Stations. If service managers are not receiving a sufficient number of copies, they should write the Editor and give the extra number needed.

SUGGESTIONS OR QUESTIONS ARE ALWAYS WELCOME. ADDRESS—N. A. LULL—EDITOR PACKARD SERVICE LETTER