

Hold Those Owners!

THE value of the owner follow-up file in the service department is generally recognized. There are certain definite things which it accomplishes.

No. 1. It produces closer customer contact, which results in greater customer satisfaction.

No. 2. It makes possible improvements and, therefore, economies in the operation of the Service Department through intimate knowledge of customer complaints.

No. 3. It produces more profits through an increased number of orders written and the fact that satisfied customers are the most valuable customers.

There is no fancy theory in this record, and the size of it, whether of one hundred names, or one thousand names, has no bearing upon its value, provided the list covers all of the cars being operated in your territory. It is an established fact that people like to do business where they feel there is a personal interest taken in their needs and satisfaction. You know that customers who bring their cars in regularly for inspection and service are the most satisfied ones on your books.

They are constantly impressed with the excellence of the car and the fairness of Packard service and they experience these impressions more fully due to the fact that their cars are always in excellent mechanical condition.

Increase the number of such customers and you are bound to increase not only the service, but the sales and profit of your business. Getting more customers to bring their cars in on time, all the time, is primarily a service record function.

That is, your service records furnish the facts and a systematic and thorough follow-up should then be carried on through personal calls, telephone calls, reminder cards and letters, mailed out at regular intervals. The method of

follow up must be varied and must take into consideration climatic conditions, individual service facilities and clientele.

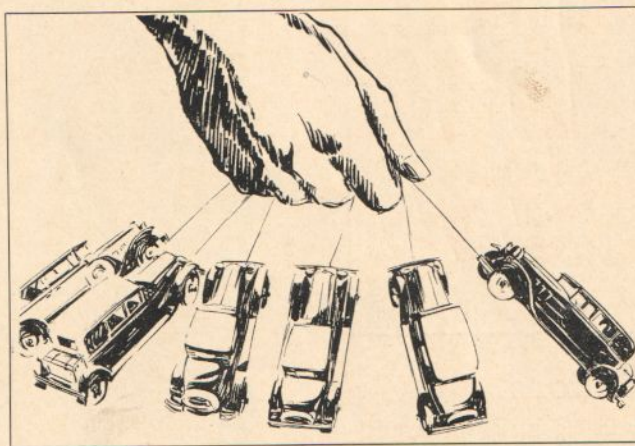
What we want to impress upon you is the fact that the value of the records lies in its *persistent* use. It is not enough simply to have a record indicating how often the customer comes into your service station. The important part of the record is that it tells you when he *does not* come in and this gives you an opportunity to follow him up and make certain that the car is operating satisfactorily and that your service is pleasing to him.

An effective letter of this type is shown and also one which produced some exceptionally good results for the Bronx-New York Service Station.

A cry immediately goes up to the effect that you have tried follow-up letters, post cards and other methods of contacting owners and that the result did not warrant the expense. We doubt very much whether or not your record of results on a direct mail campaign, mean very much. A large portion of the business developed from such methods cannot be directly traced and it is difficult and almost impossible to place the value on the good will which such contacts build up. It is not a thing that you can put a value on except over a long period of time.

Your service follow-up records, to be of most value, must be constantly and persistently used. Under such conditions, the results will take care of themselves.

You have in such a file, a group of customers who are seemingly satisfied with the operation of their cars, while in reality, some of them may not be. Some day they will buy new cars, and they have friends who are considering new cars right now. With this in mind, consider the value of keeping in closer touch with all of your customers



“Your Willingness Should Outrun Your Obligation”

all of the time, it is easier and costs less to keep customers sold, than to get new ones.

Equipment which fits the needs of a service follow-up file is carried by the factory in stock, in a price ranged to fit your needs. Write the editor for details and methods of operating a profitable owner follow-up record.

Follow-Up Letters

PACKARD BRONX COMPANY, INC.
696 EAST FORDHAM ROAD
AT CROTONA AVENUE
NEW YORK, N. Y.
RAYMOND 3000

October 8, 1929.

Dear Mr. Doe:-

I have been asked by our Vice President, Mr. Guede Coghlan, to write a letter in my own way to my personal customers about the effects of this practically rainless summer on motor cars. If I were an expert letter writer I could, no doubt, send a better letter, but since my ability is on the mechanics of Packard, I would rather talk plainly on these points.

I would like to give your car a thorough check up at no charge, including such items as battery cells and terminals, spark plug adjustments, brake action, cooling system and steering connections. Since the days are shorter and the lights will be used longer, I would like to check up on the generator charging.

The dryness of the summer had a tendency to loosen up the body bolts which shouldn't be neglected. Another thing, in dry weather dirt and grit accumulate on the car both inside and out, especially on the moving parts of the chassis and the motor. A good cleaning and intelligent greasing would be an appropriate reward for your car's long summer service.

I am particularly interested in your car, and will be pleased to have you drive in soon so that I can check it over carefully for you.

Cordially yours,

Sig. Service Salesman
Service Department.

PACKARD MOTOR CAR CO.,
1580 E. Grand Blvd.,
Detroit, Mich.

October 17th, 1929.

Dear Sir:

We note that your car has not been in our service station for some time.

While your car is no doubt operating satisfactorily, we know that it would be to your advantage to have it checked and lubricated regularly.

You will find our service men courteous, reliable and sincere in their efforts to assist you in obtaining the best possible results.

Bring your car in regularly -- our inspection and lubrication service is not expensive and if regularly performed, assures you the maximum of carefree service from your car.

Very truly yours,

HETTCHE MOTOR SALES CO.
GEO. DIETZ
Service Manager.

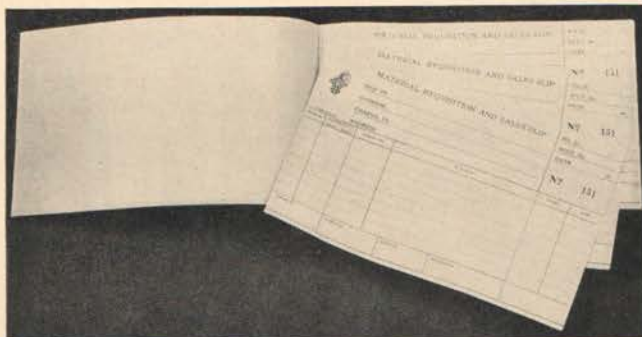
Parts Requisitions

We have made up, and carry in stock, Parts Requisition forms under our number D-106. These are carried in book form, as shown in the cut.

The form is made up in such a way that for the smaller

places it can be used not only as a Parts Requisition, but as a Parts Sales Slip for any items being sold over the counter. In order to accommodate this form for the two purposes, we made it up in sets of three copies.

A good many places require a Parts Requisition in duplicate copy only and for this reason we have added to the D-106 form, the same form made up in duplicate, rather than triplicate copies. This new form is carried under form D-106-A.



In ordering Parts Requisitions, therefore, it is necessary that you specify in the following way:

Form D-106 Parts Requisition, triplicate copy, fifteen cents a pad, or Form D-106-A, duplicate copy, twelve cents a pad, (50 sets to a pad).

Meet New York's Service Supt.

These boys from New York don't fool at all—Fred Lackington handles Service in an eight-story \$2,000,000 building and plays golf on the same large scale. Don't judge his superintending by his golf because he is a darned good Superintendent.



WHY OUR SERVICE POLICY IS WHAT IT IS

J. F. PAGE, *General Service Mgr.*

Good Service Means More New Car Sales

Sales may be good, but not as good as they would be if Service was as good as it should be.

There can not be a greater handicap to potential sales than a reputation for poor Service, nor a greater sales asset than a reputation for the best Service in the community.

Car owners are rarely lukewarm in their opinions—the Service is either very good or very bad; and they are either a great asset or a great liability to the dealer, depending upon their opinion of his Service.

"Ask The Man Who Owns One" is a mighty dangerous slogan unless every Packard owner is well satisfied. But what a really wonderful slogan if it can be used with confidence and assurance.

It is the Factory's job to design the cars right and make them well, but when, in spite of all the care and attention, something proves defective in an owner's car, then the distributor or dealer who sold it should fix it and without charge to the owner. The money spent is nothing compared to the return on the investment in Good Will and possible actual sales. Whether the Factory should pay, or the dealer should pay has nothing to do with the fact—that the customer should *not* pay.

Who Pays? And Why?

Now a word about Factory Policy in a case of defective material or workmanship.

There probably never has been, nor will be, a manufacturer of any product who does not occasionally put out some defective material or improper workmanship. In spite of the most sincere efforts to avoid it, Packard is no exception to the rule.

Some dealers and distributors or service men in the Field seem to think the Factory should pay for both material and labor in making good anything defective on an owner's car. Let us see why this can not be done, and why our policy is what it is.

If a part or a piece of material is defective, and the Factory can see from inspection that it is defective, it will be replaced at the Factory's expense for material only.

When the imperfection in the car is of a nature that it can not be returned to the Factory for inspection, and the correction requires labor only, then the Factory can not assume the entire labor expense, but may share it in certain cases, such as correction of defects in paint.

Some companies, including Packard, have tried to relieve the distributor or dealer of labor expense in replacing defective material or on corrective work, but without exception the plan has had to be abandoned due to abuse of the privilege and the fact that when the Factory holds the bag for *both* material and labor, an enormous amount of unnecessary and uncalled-for work is done over which the Factory has no control and for which it never should be charged.

The question might be asked: "But why isn't labor allowed when a Factory inspector *does* happen to see the defect and agrees it is the Factory's fault?"

The answer is: For two reasons, first, an allowance to cover the dealer's expense for warranty and policy labor has already been made in the car discount. The difference

between the distributor or dealer's net cost of the car and the selling price includes a definite amount to cover warranty and policy work. Second, while a Factory representative might personally see the defect and agree that it was due to faulty workmanship in a particular case, there would be other cases where no Factory representative was present. It would obviously be unfair to make the second dealer pay because no inspector was there, and give the labor to the first because a representative from the Factory just chanced to be present.

Under certain conditions exceptions to the general rule have been and will, in the future, be made. But they will be the result of something unusual and will be fair to all.

We hope we may have clarified this much disputed question and that the explanation will show that a fair and logical policy is being followed, and that no other policy would work out so satisfactorily.

To repeat again—The customer should *not* be charged for the correction of something that may be defective on his car. Under Packard Service Policy, replacement of defective material applies within one year or 12,000 miles after delivery. We say this to avoid endless disputes, and because we believe that any "defect" will almost surely show up within that time.

Remember, there is an allowance in the discount to take care of your labor expense to correct anything defective, and it is proving more than enough to take care of your warranty and policy work spread over the average of your cars.

No money spent on advertising can give you the direct results you will get by backing up 100% every Packard sold with a liberal Service policy.

Service that pleases, and a policy that is thoroughly fair to the customer are just plain "Good Business," for which there is proof aplenty.

Batteries in New Cars

Every new car should be turned over to the customer with a fully charged battery.

Here at the factory every effort is made to control the stock of batteries on hand, so that they will be held in stock for the least possible length of time, and the cars are shipped with batteries which are fresh and in good condition.

Even under the most favorable circumstances, however, the battery will lose a portion of its charge before the car reaches you, and it is very important that it be recharged before the delivery of the car to the customer.

The first few weeks that a car is in the owner's hands is a critical period, particularly in cold weather. The car is driven slowly, so that the generator does not have a chance to replenish the current which is consumed, and the unfamiliarity of the owner with the starting procedure frequently causes an unusual drain on the battery.

When a battery is partially discharged, its internal resistance is low, and the generator charging rate will be correspondingly low. A low battery means a low charging rate.

The Current Film



Special Tools

Corrected Net Prices on Special Tools

No.	Name	Old Net	New Net
ST-628	Hutto Cylinder Grinder	\$55.00	\$25.00
	Hutto Grinder Stones	10.00	6.00
ST-658	Brake Scale Complete	16.50	19.00
ST-671	Pinion Gauge—Eight	2.75	2.00
ST-683	K&G Heavy Duty Wheel Pul.	16.00	18.00
ST-686	Hutto Grinder Microm. Adj.	55.00	35.00
	Hutto Grinder Stones	10.00	6.00
ST-738	Bendix Brake, Anchor Bolt & Eccentric Nut Wrench	2.75	2.00
ST-219	Carbon and Valve Stand	12.00	15.00

New Tools and Prices

	Net
ST-739	Dist. Point Wrenches—per pair \$.35
ST-740	Oil Pump Wrench 1.50
ST-741	Carburetor Wrench 2.00
ST-742	Door Hinge Reamer Equipment 2.25
ST-743	Shock Absorber Adj. Wrench 1.75
ST-744	Punch and Anvil for Valve Cover Gasket 1.25
ST-745	Courtesy Coat Badges50
ST-746	Heavy Duty Wheel Puller (726-733) 4.35
ST-747	Headlight Nut Wrench 2.00
ST-748	Rear Axle Nut Wrench 2.90
ST-749	R. A. Bearing Adj. Nut and Rad. Packing Nut Wrench 2.50
ST-750	Carb. Strainer Body Stud Socket Wrench 1.25
ST-751	Air Valve Wrench 1.75
ST-752	Valve Grinder (Ritex) 12.50
ST-753	Radiator Hydrometer Zero Tester 2.00
ST-754	Chamfering Tool 12.00
ST-755	Stud Driver and Remover 1.25
ST-756	Bumping Equipment 37.50
ST-757	Tool for Removing Horn Button50
ST-758	Connecting Rod Aligning Jig 40.00
ST-759	Tool Box for Bumping Tools 3.25
ST-760	Dash Cutter Set for Heaters 4.90
ST-761	Cylinder Head Nut Wrench 1.25
ST-1371	Wheel Puller Hub Nut for 726-733 Used with ST-683 2.00
ST-1373	Brake Scale Adapter for 726-733 Used with ST-658 3.00

Clean Car Poster



Poster 50c, Frame \$1.50

The Clean Car Poster should follow the winter poster, it is a poster which you will derive considerable benefit from. There is not a customer coming into your service station who does not appreciate knowing that you sincerely endeavor to protect his property from scratches and dirt and if you do not have, in your regular shop equipment, fender covers and seat covers of some description, we suggest that you write the special tool department for their recommendation. These are a very necessary part of all modern service station equipments.

Generator Fuse Location

The generator fuse which was formerly located beneath the rear cover plate will be found on the later models in the cutout relay box. This is a standard five-ampere fuse and can be removed for replacement by unscrewing the plug at the front of the relay cover.

This plug may be identified by the knurled knob of the plug which is located on the side of the relay cover facing toward the front of the car.

We Welcome Suggestions and Inquiries from Packard Service Men. Address all Communications Care Editor, Packard Service Letter.