



## Customer Service Excellence

Customer service excellence will be demonstrated by industry leaders who have committed to providing the highest levels of customer service through training and survey.

All Certified Collision Repair providers must promote a customer friendly environment with features including but not limited to the following:

- Posted hours of operation in a location that is clearly visible from the primary shop entrance
- A clean and customer friendly exterior and well-lit, adequately maintained customer parking area
- Clean and well-maintained customer reception, waiting, and estimating areas, with conveniently located customer restrooms

### Services

All repaired vehicles being returned to a customer must be cleaned—interior and exterior—before being delivered.

### Manage companies reputation

Certified Collision Repair providers are to separately contract or contain an in-house service provider whose tools provide the ability to interact electronically with customers. This will allow for consumer updates regarding their vehicle status by use of tools including but not limited to the following:

- Shop customer management software
- SMS text
- Email
- Instagram
- Facebook

### NPS requirements

All shops must meet the minimum NPS, a customer service satisfaction target currently measured by an insurer.