

The Big Picture

Videos of your fixed ops department will turn your people into stars and increase your CSI.

By Jon Nigbor

What do videos have to do with CSI?

Do you say, "Nothing! CSI is all about how my people treat my customers"? Well, according to Gary Coleman, CEO of Goldsmith Systems, good CSI is the result of a well-planned and consistently executed system. The system must empower the dealership staff to consistently treat the customer properly. It must insure that the sales staff consistently introduces customers to service and that service advisors consistently perform the walk-around when people bring their vehicles in for service.

So, what's all the fuss about video? It's simple. Video helps with both of the

above processes. The typical day in any dealership consists of lulls followed by lots of activity. When it's very busy, people tend to skip steps. And when there's nothing to do, they get lazy and forget a step or two.

Lights, camera

Video is a great tool to consistently make service introductions and show customers that they'll receive a walk-around when they visit their dealer-

ship. The steps involved to create a video are simple. First, film your service introduction video. The video must include your service manager or someone else who's good on camera welcoming the viewer to the service department. Keep it light, simple and upbeat. The video should also include a walk-around or you can film a second video showing the walk-around.

Then, e-mail the video to all of your new- and used-vehicle customers. What good is your video if no one sees it? I know dealers who've filmed a great video then forget to send it to customers. Simply add it to your e-newsletter and/or send out a separate "welcome and thank-you" e-mail.

Continued on p. 22

“

The steps involved to create a video are simple.

”



Video Tip

If you've ever watched video that doesn't play smoothly, it's usually a function of the hosting server. Be sure you use one of the majors like Akamai, Brightcove or Internap. Don't use the same company that hosts your Web site. Video hosting Web servers instantly determine the optimal download speed available on the viewer's computer and match the stream rate to insure an optimal viewing experience. They also have redundant servers across the country so your video plays from the server closest to your viewer.



People will open it and watch it. I guarantee more people will watch your video before they read paragraphs describing your services. Include with the video the opportunity to schedule a service visit and the e-mail address of the service department.

Your video is an infomercial about your business. It's your people doing what they do best and it's something you're proud to show off. Right now, everyone loves video. It's new and fresh. (Someday it will be ubiquitous and everyone will use it.) It blends your people with sound and action taking place at your store. Still images and text don't receive half the attention that video does. Computer processing power and transmission speeds are such that video plays clearly and without interruption.

Good reviews

Your CSI will improve by using video. If your people forget a step, the video will cover it. I'm not saying it's OK to skip a step but if they do, you have some insurance against a CSI report that your customer was not introduced to service.

If your staff does their job and makes the service introduction, your service introduction video is a reminder of how good you are and that you've got great people. It gives customers a chance to schedule their own service visits. People prefer to make their own decisions and to make them on their own schedules. Your job is to give them the flexibility and tools to make it easy. An e-mail including a video shows your customers how great you and your people are. If you're needed, you're at the customer's service and ready 24/7.

Video empowers your staff to remember the process. Include your best staff in the video. Include those that follow your processes. Reward them. If everyone in your service department knows that customers receive a video showcasing your walk-around, do you think they'll forget? And what if they do? Customers will ask them to do it.

Remember, a picture is worth a thousand words—and trumps pictures.



Jon Nigbor is president of Test Drive Videos and has been in the automotive and computer technology industries since 1978. ■