



VOLKSWAGEN
SERVICE SUPPORT



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SERVICE SUPPORT OVERVIEW

In response to our Retailers' need to optimize the success of their Service Departments, Volkswagen United States, Inc. has redesigned all service support programs. Improving the performance of retail Service Departments is essential if we are to achieve our mission: to delight customers with outstanding products and services. While Volkswagen is dedicated to providing vehicles of the highest quality, our customers also demand superior service after the sale.

Because of this, Volkswagen has developed an entirely new approach to service support. The potential results of this effort are significant:

- Improved owner loyalty
- Increased market penetration
- Long-term profitability.

In an effort to obtain these goals, Volkswagen has developed a series of programs that provide retail Technicians and Customer Service Professionals with the training, communications and administrative support they need, and more. Each program is designed to help Retailers maximize their investment and truly delight customers by providing them with superior service. As you read descriptions of the various support programs that Volkswagen offers you, think of this brochure as a checklist for service success. Make sure your retail outlet takes full advantage of the many ways that Volkswagen is helping you satisfy your customers.

Remember, while Volkswagen makes the products, Volkswagen Retailers make the difference.



GOLF[®] AND JETTA[®] SUPPORT ACTIVITIES

Delivery Satisfaction System

Volkswagen has developed a process that, when followed, guarantees a satisfied customer. Sales and service personnel are provided with targeted, step-by-step procedures to follow, so that customers are delivered a flawless Golf[®] and Jetta[®].

Golf[®] and Jetta[®] Training Support

To support the introduction of Golf[®] and Jetta[®], Volkswagen Service Training offers several training opportunities.

New Product Course for Technicians: A two-day course which explains new components and features of Golf[®] and Jetta[®] models, including the new 2.0 liter engine, transmission and advanced electrical systems. Hands-on training utilizes Golf[®] and Jetta[®] vehicles equipped with the new Phase 1 automatic transmission.

New Product Knowledge Course for Customer Service Professionals: A one-day product knowledge course contains elements of the two-day Technician course which are relevant to customer contact personnel. Discussions focus on the operation of the Golf[®] and Jetta[®].

Self-Study Support for Golf[®] and Jetta[®]: An 81-page self-study program and a video program describe the operation of major systems and components. Intended for Technicians, but Customer Service Professionals will also benefit from studying these materials.

Volkswagen Retailer Technician's Helpline

As part of Volkswagen's commitment to the support of its Retailers and their efforts to delight customers, a new Technician's Helpline has been implemented. The Helpline is dedicated solely to the support of the new Golf[®] and Jetta[®].

The Helpline provides Technicians assistance with:

- Diagnostic troubleshooting
- Technical repair instructions
- Service information
- Unusual product problems

The Helpline is staffed by the finest technical personnel from Volkswagen of America, Inc. All Retailers have received a brochure which contains step-by-step instructions for using the Helpline.

TECHNICIAN TRAINING

Volkswagen has listened to its Retailers and, in turn, has introduced a completely new concept in service training. We call it "The Training Concept of the '90s." This concept has resulted in the creation of new training programs that more closely than ever before, match technical training to the individual Technician's skill level. Training courses and other programs focus on enhancing the diagnostic and repair skills of our most advanced Technicians, while other efforts are aimed at developing the skills of less experienced and entry-level Technicians.

All participants are prescreened and their skill levels are precisely matched to a particular training course. A major benefit is that Retailers receive the maximum return from their training investment. There are also many other benefits:

- Technicians can qualify for advanced courses by successfully completing tests using Volkswagen's electronic communication network.
- ASE tests count as valid prerequisites for advanced courses.
- Advanced courses do not contain information covered in basic courses, so that experienced Technicians spend minimal time away from the retail outlet.
- Post-course testing assures Retailers that Technicians have met course objectives.

Formal Training

Retailers need cost-effective, productive training for their Technicians. Because of this, Volkswagen developed performance-oriented courses that are kept small, so each student can receive individual attention. The training is divided into three levels:

- Basic Automotive Courses
- Advanced Volkswagen Courses
- Special Courses

All training meets the exact needs of Technicians, so that the participants' time is put to best use.

Field Training

As needed, Volkswagen Service Training also offers fulllength Formal Service Training Courses at or near retail outlets. Local District Service Managers will accept requests for field training and will make all the necessary arrangements.



Self-Study/Retail Outlet Training

Printed information about new models and significant technical changes is available to all Technicians. These self-study booklets are accessible to all Technicians and are automatically shipped to your retail outlet.

In addition, Volkswagen has created training packages for sessions conducted by retail or district personnel inside retail outlets. Utilizing video, a leader's guide and reference cards, this training helps retail Service Departments stay current with Volkswagen's technological advancements.

Repair Logic Training Course

Designed specifically for more experienced or advanced Technicians, the two-day Repair Logic Training Course presents an organized approach to solving technical problems.

Technicians learn:

- How to get good information
- How to diagnose and solve customer problems.

Technicians practice:

- Asking the right kinds of questions
- Brainstorming and organizing information into possible repair solutions
- Using Repair Logic techniques to repair actual problem cars.

Taught by specially trained Volkswagen Service Training Instructors, the course helps Technicians diagnose and solve problems quicker and more effectively, ultimately resulting in improved customer satisfaction and increased service business.

Technician Testing Program

The Technician Testing Program allows Technicians to demonstrate their proficiency by completing tests in ASE skills areas. The program is streamlined so that Technicians "test out" of basic courses in which they have expertise and immediately enroll in more advanced training. This approach saves time for the Technician and reduces training costs for you, the Retailer.

Tests continually change and make use of ASE-approved questions, in order to maintain the highest standards.

CUSTOMER SERVICE PROFESSIONAL TRAINING

The Customer Service Professional comes into direct contact with more customers than any other retail employee. As a result, they are key to a retail outlet's achieving customer satisfaction. Recognizing this, Volkswagen has developed numerous programs that build and maintain a high level of professionalism in the employees who fill this important position.



Customer Service Professional Seminar

The two-day Customer Service Professional Seminar benefits both new and experienced Customer Service Professionals by building their job skills and professionalism, and fostering team spirit. Taught by experienced instructors, the highly interactive seminar includes many team-building exercises and discussions based on realistic retail situations. Topics covered include:

- Interpersonal Relations
- Customer Follow-up
- Telephone Skills
- Quality Control
- Handling Stress

Participants who successfully complete the seminar receive 1.1 Continuing Education Units (CEU). Participants also receive a Customer Service Professional Tool Kit.

Customer Service Professional Tool Kit

A complement to the Customer Service Professional Seminar, the Kit contains information that helps your personnel establish credibility with customers. Contents include:

Service Maintenance and Customer Information Guides: Complete maintenance requirements for all 1980 through 1993 Volkswagens, along with "Truth In Maintenance" information and roars for specific "Maintenance Specials."

Customer Service Professional Organizer: An easy-to-use reference binder that includes:

- Complete step-by-step information describing the job responsibilities of a Customer Service Professional
- Daily customer appointment and follow-up logs
- Daily and weekly organizers
- Diagnostic worksheets

The Kit contains additional items for everyday use, such as a clipboard with removable calculator, multiple tip screwdriver, flashlight and ink pen.

Product Knowledge Course for Customer Service Professionals

This two-day product knowledge course contains elements of technical courses relevant to customer contact personnel. Discussions focus on the operation of new models and major systems. With up-to-date product knowledge, your Service Advisors can communicate more clearly and effectively. Your customers can have renewed confidence in the quality of your service, knowing they are leaving their Volkswagen in the care of a "Customer Service Professional." All participants receive a Visual Communications Guide.

Visual Communications Guide

Designed as a complement to the Product Knowledge Course, this Guide helps the Customer Service Professional explain technical information to customers. The Guide uses easy-to-understand language and contains line drawings of major component systems.

In keeping with our mission to delight customers, Volkswagen provides its Retailers with timely and valuable information. The following are descriptions of ongoing and special communications.



Special Publications

As the need arises, Volkswagen generates special publications that are devoted to pertinent and timely subjects, such as "Solving Drivability Complaints." This booklet covers all Volkswagen models and leads the Technician through proven, step-by-step diagnostic procedures to solve drivability problems, systematically and effectively.

On-Line Technical Information System (OTIS)

If service Technicians are going to fix vehicles right the first time, they need the latest service information. They can get it from OTIS, a service of V-Crest Systems, Inc. All Retailers equipped with Dealer Computer Services (DCS) automatically receive information via OTIS.

OTIS provides complete details from all technical bulletins as far back as 1985, according to make, model year, type and repair group. Technicians can also obtain the service and campaign history of any Volkswagen model. Users simply follow on-screen prompts to see service bulletin contents, or the bulletin can be printed out for use while working on vehicles.

Service Publications

Volkswagen Service Training has released a complete set of service publications in support of new models. Each release concentrates on such areas as:

- Engine and Drivetrain
- Fuel Injection and Ignition
- Body Exterior/Body Interior
- Suspension, Wheels, Brakes, Steering
- Heating/Air Conditioning
- Electrical Equipment

Volkswagen Delivery Satisfaction System

Customer expectations are at their highest during new vehicle delivery. When Volkswagen Retailers meet and exceed these expectations, the result is satisfied customers who return to the same retail outlet for all their service needs. The Volkswagen Delivery Satisfaction System was instituted to help make this happen. The System has three objectives:

- Deliver a trouble-free vehicle to every customer.
- Measurably increase levels of customer satisfaction as reported by J.D. Power and Associates.
- Communicate Volkswagen's commitment to delighting every new owner.

To help retail personnel deliver a problem-free new product, Volkswagen has created materials describing the specific tasks and responsibilities for Technicians, Sales Representatives and Customer Service Professionals.

Service Employee Recognition Program

The Service Employee Recognition Program encourages Technicians and Customer Service Professionals to achieve high levels of professionalism.

Technicians earn recognition and awards by successfully completing training courses and passing ASE category tests. Depending on their level of expertise, Technicians can attain the status of Registered Technician, Honor Technician or Master Registered Technician.

Service Advisors become Customer Service Professionals when they complete specific training courses, complete an appraisal with their District Service Manager and score 80% or better on a written exam.

Awards include: longevity pins, certificates of merit, signet rings, watches and more. Details are contained in the Service Employee Recognition brochure.



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