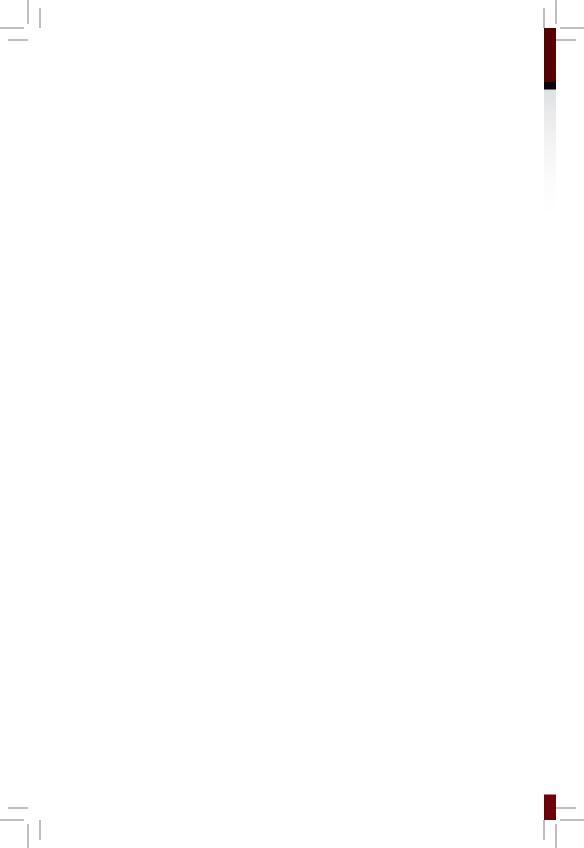Name

N GAGE

Nissan's Branded Retail Approach to Customer Engagement

NGAGE: Exceptional Delivery Experience

PARTICIPANT WORKBOOK

NISSAN

To begin your NGAGE Workshop Experience

FPO

Scan the QR code to take a brief quiz about
Exceptional Delivery Experience
OR type in the following URL on your computer:

https://www.surve **FPO** *om/r/NGAGEPreTest*

QR READER INSTALLATION

Apple iOS products

1. Launch the App store from your iOS web-enabled device.
2. Click on "**Search**" button.
3. At the top of the screen, type in "**QR Reader for iPhone**".
4. Click on the "**Free**" button (you will need to log into your iTunes account).
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Android products

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Samsung Galaxy products

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Note: Some QR readers work better with different devices. Please feel free to download the App that best suits your needs and device.

Conducting an Exceptional New Vehicle Delivery

INSTRUCTIONS:

Write down ideas and make notes from the class discussion.

Why does the delivery experience need to be exceptional?

Ideas:

_____

_____

_____

_____

Why does the delivery experience have such a huge impact on the customer's overall impression of his or her time with us?

Ideas:

_____

_____

_____

_____

Why should a customer service his or her car at our dealership?

Ideas:

_____

_____

_____

_____

_____

What Service amenities does our Service Department offer?

Ideas:

_____

_____

_____

_____

LET'S PRACTICE DELIVERY

You will be assigned to a group, and you and your group members will take turns delivering a vehicle.

Each person will be given two identical cards. The cards offer a short customer bio and a list of items to cover in your Delivery role-play. You will keep one activity card and give your second card to the person in your group helping you present your role-play by playing the Customer.

Activity Instructions:

▶ The person in each group with the most tenure will present his or her role-play first.

▶ Read the information on your card to your group and ask for a volunteer to play the role of Customer.

▶ Give your Customer your duplicate role-play card so that he or she can take on the role and select the features indicated on your card.

▶ Your facilitator will let you know how long you have to present your role-play.

When it is your turn to perform your Delivery, the practice session should include:

▶ Feature Selection (by the Customer)

▶ Feature Presentation, including Manuals and Guides, and "Why Service Here?"

▶ Introduction to Owner Services, including an offer to set up the first Service Appointment, Nissan Owner Portal Registration, and NissanConnect Services Enrollment.

▶ Connecting to Bluetooth and setting a Navigation System destination.

Role-Play Observations:

While watching the role-plays, answer the questions that follow for each scenario.

Tip: think how the Sales Consultants' actions in the role-plays would influence the NSSI KPI questions. Did the Consultant:

- *Pair/connect phone to Bluetooth?*
- *Review the delivery checklist and the Service and Maintenance Guides?*
- *Offer to set up the first service appointment?*

Role-Play 1: *Customer 1 2 3 4 5 6 (circle one):*

1. What did the Sales Consultant do to strengthen the Customer's trust and make him or her feel valued?

_____

_____

_____

_____

2. Were there opportunities to increase Customer satisfaction?

_____

_____

_____

Role-Play 2: *Customer 1 2 3 4 5 6 (circle one):*

1. What did the Sales Consultant do to strengthen the Customer's trust and make him or her feel valued?

_____

_____

_____

2. Were there opportunities to increase Customer satisfaction?

_____

_____

_____

Role-Play 3: *Customer 1 2 3 4 5 6 (circle one):*

1. What did the Sales Consultant do to strengthen the Customer's trust and make him or her feel valued?

_____

_____

_____

2. Were there opportunities to increase Customer satisfaction?

_____

_____

_____

Role-Play 4: *Customer 1 2 3 4 5 6 (circle one):*

1. What did the Sales Consultant do to strengthen the Customer's trust and make him or her feel valued?

_____

_____

_____

2. Were there opportunities to increase Customer satisfaction?

_____

_____

_____

Role-Play 5: *Customer 1 2 3 4 5 6 (circle one):*

1. What did the Sales Consultant do to strengthen the Customer's trust and make him or her feel valued?

_____

_____

_____

2. Were there opportunities to increase Customer satisfaction?

_____

_____

_____

Role-Play 6: *Customer 1 2 3 4 5 6 (circle one):*

1. What did the Sales Consultant do to strengthen the Customer's trust and make him or her feel valued?

_____

_____

_____

2. Were there opportunities to increase Customer satisfaction?

_____

_____

_____

Role-Play Activity Debrief

1. How did the Sales Consultants earn their Customers' trust and make their Customers feel valued?

_____

_____

_____

2. After watching what happened, what did you learn from the experience to better your own deliveries?

_____

_____

REVIEW NSSI KPIs

Instructions: Write down ideas and make notes from the class discussion.

What can we, as Sales Consultants and Delivery Specialists, do to improve our performance against these important KPIs? Did you do or see anything today that you would consider a "best practice"?

Pair/Connect to Bluetooth
Ideas:

_____

_____

_____

Review the Delivery Checklist
Ideas:

_____

_____

_____

Review Service and Maintenance Guides

Ideas:

_____

_____

_____

_____

Offer to Set Up First Service Appointment

Ideas:

_____

_____

_____

_____

Contact after Delivery to Ensure Satisfaction

Ideas:

_____

_____

_____

Tell us about your NGAGE Workshop Experience

[FPO]

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or type in the following URL on your computer:

https://www.survey FPO *m/r/NGAGEPostTest*

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APPENDIX

NCAR REFERENCE GUIDE:

http://lms.nnanet.com/content/dam/Job%20Aids/Systems/
NCAR/NCAR-Reference-Guide.pdf

NCAR FAQs

http://lms.nnanet.com/content/dam/Job%20Aids/Systems/
NCAR/NCAR-FAQs.pdf