



EXPERIENCE A HIGHER STANDARD



THINK ABOUT THE TYPICAL SERVICE EXPERIENCE

Are your trucks back on the road in a timely manner?

How is the communication?

How consistent is the service?

Is the technician a trained professional?

Is the issue fixed correctly?the first time?

Do you get your money's worth?



THE NEED FOR ELITE SUPPORT



ELITE SUPPORT NETWORK
EST. 2009



WHAT IS ELITE SUPPORT?

Freightliner® and Western Star® dealerships earning the Elite Support certification deliver unmatched customer service and efficiency every time a truck comes in for maintenance or repair



Certified

SOUTHERN CONNECTICUT FREIGHTLINER

Congratulations on becoming Elite Support Certified! Your commitment to a customer focused way of doing business and continuous improvement helps to improve the experience for your customers. You are leading the trucking industry with your innovative approach to making your dealership better every day.

First Certified: May 2014

Friedrich Baumann
Senior Vice President, Aftermarket
Daimler Trucks North America

Martin Osborne
GM, Distribution Network Development
Daimler Trucks North America

Bob Correll
GM, Service
Daimler Trucks North America

Jeff Wallis
GM, Parts Sales
Daimler Trucks North America

ELITE SUPPORT CRITERIA AREAS

1. Customer Amenities
2. Hours of Operation
3. Cleanliness
4. Customer Parking
5. Retail Parts Display
6. Signage
7. Web Site
8. Greeting and Customer Acknowledgement
9. Express Assessment
10. Express Assessment Tracking and Reporting
11. Customer Updates
12. Back Counter Parts Availability
13. 5S (Safety and Standardization Method)
14. Quality / Comebacks
15. Customer Surveys
16. Training
17. Continuous Improvement Coordinator
18. Change Management Team
19. Employee Appearance
20. Truck Sales Delivery





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16. Training
17. Restrooms
18. Service Parts
19. Team
20. Truck Sales Delivery

**Shipping/
Receiving**

**Trailer
Drop**

**Service
Parts**

Restrooms



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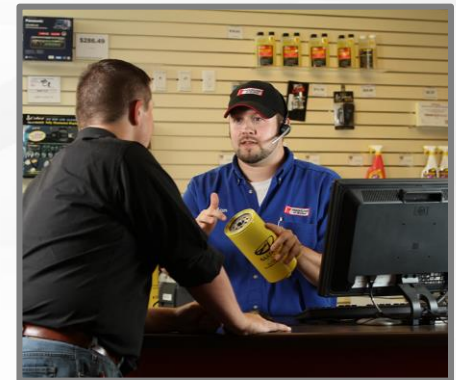
CUSTOMER CONCERN: COST





THE ELITE SUPPORT DIFFERENCE: BETTER VALUE

- Highly trained technicians
- Investment in facilities and equipment
- Superior support from Freightliner and Western Star



CUSTOMER CONCERN: DOWNTIME



ALFREDO OCHOA

T.M.T. Industries, Shop Foreman

THE ELITE SUPPORT DIFFERENCE: FAST TURNAROUND

Express Assessment

- Our commitment to provide a preliminary diagnosis and communication to the customer within two hours of arrival
- Accurate and timely communication

EXPRESS
ASSESSMENT



THE ELITE SUPPORT DIFFERENCE: FAST TURNAROUND

Mission Critical

- A data-driven stocking program that analyzes parts usage for each location to more effectively make parts available when customers need them
- Reduces downtime spent waiting for part



THE ELITE SUPPORT DIFFERENCE: FAST TURNAROUND

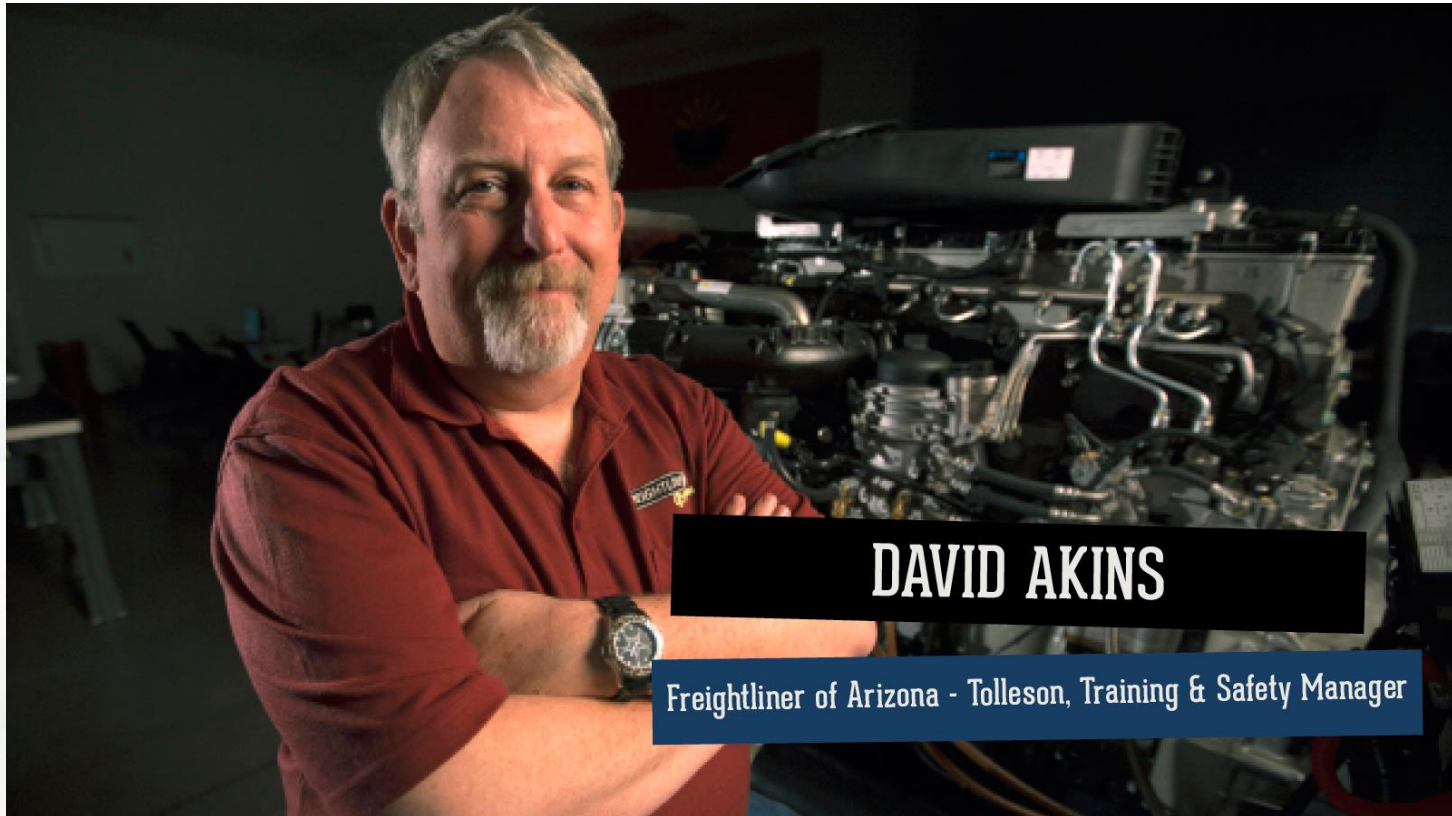
Efficient technician work stations

- Faster turnaround times
- Less time looking for tools
- Safer for personnel and vehicles





CUSTOMER CONCERN: POOR QUALITY



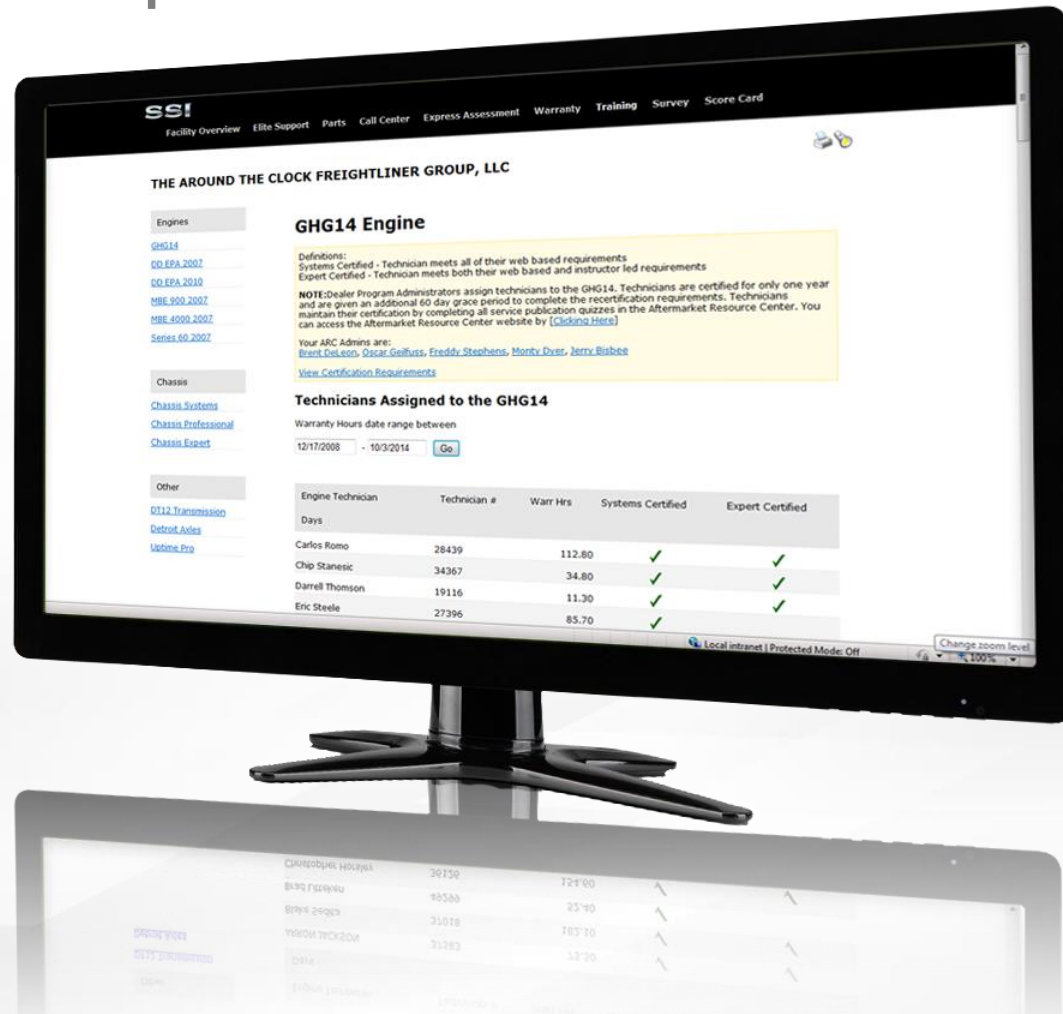
DAVID AKINS

Freightliner of Arizona - Tolleson, Training & Safety Manager



THE ELITE SUPPORT DIFFERENCE: SUPERIOR EXPERTISE

Formal training process keeps every tech up to date





CUSTOMER CONCERN: ABANDONMENT



ANDY ROTH

Dedicated Delivery Professionals, Inc., Co-Owner



THE ELITE SUPPORT DIFFERENCE: PERSONAL RELATIONSHIPS

Elite Support Certification requires a commitment to Continuous Improvement

- Every dealership employs a Continuous Improvement Coordinator focused on improving how each location operates



CUSTOMER CONCERN: CONSISTENCY



JOHN TAYLOR

Watkins & Shepard, Terminal Manager



THE ELITE SUPPORT DIFFERENCE: CONTINUOUS IMPROVEMENT

The 9 Lean Principles

1 Take the long view – invest in tomorrow’s profits today.	2 Go and see.	3 Imagine you were your customer.
4 Only empowered people produce powerful performance.	5 Share openly and borrow proudly.	6 Choose the process focus.
7 Learn quickly from triumphs and from tragedies.	8 Respect, support and challenge your partners and suppliers.	9 Keep it simple!

THE ELITE SUPPORT DIFFERENCE: CONTINUOUS IMPROVEMENT

Dealerships identify and initiate their own Continuous Improvement projects

Continuous Improvement Event Summary - Quarterly				
Date Completed	Dealership Code	Team Lead	Team Members	Event Name
Mar 28, 2014				Foreman Repair Order Process
Problem Statement		Goal Statement		
Our shop is large enough that multiple foreman are needed to help organized and manage the repair process. Currently, customer communication and updates are handled on an as needed basis.		Our goal is to improve customer communication by creating a systematic way to organize and track customer communication. At a minimum, we want every customer to be called at a minimum once per day.		
Root Causes		Corrective Actions	Verification of Corrective Actions	
On average, our facility has around 75-100 open repair orders at a time. Without a formal way to organize and manage customer communication, customer were not always being updated. All customer communication is handed through the foreman's office through 3 day shift foreman. It is important that this communication be efficient because if every phone call lasts 15 minutes, that means the entire shift of all foreman and filled with time for nothing else but customer updates.		<p>We organized the communication to regular intervals. One foreman is responsible for dispatching work, one for estimates, and one for closing repair orders. During each major stage, the customer is updated.</p> <p>A communication board is hung in the foreman's office. As each repair enters the shop, the updates are divided between the 3 foreman. It serves as a visual reminder of who needs to be updated and the status of the repair underway.</p>	The communication board and repair process chart has helped organize the repair process. It makes it clear who to route phone calls to when a customer needs to be updated. It helps make the customer updates more efficient without duplicating efforts.	
Before CI Event		After CI Event		
				
Estimated Benefit to Dealership (Value Add)		Estimated Benefit to Customer		
Annual \$\$\$ Benefit to Dealership (Reduction in cost or increased Revenue)	\$11,520.00	Customer Satisfaction And Feedback Observed		The time saving is estimate at 20 minutes per foreman per day.
Lessons Learned and Other Non-Monetary Benefits	The communication board has helped with the transition between day and night shifts. The visual indicators serve as reminders of customers that still need to be updated.		It is always appreciated when customer's comment at the end of the repair how good our communication was during the repair process.	



THE ELITE SUPPORT DIFFERENCE: CONTINUOUS IMPROVEMENT

Customer surveys are required and suggestions are often implemented

Elite Support dealers are recertified annually to ensure a consistent experience across the network

Spot checks throughout the year ensure quality



WHAT OUR CUSTOMERS ARE SAYING





THANK YOU

To Experience a Higher Standard, visit EliteSupportNetwork.com