Overview of CSI Process

Your Step

Dealer Input

Report Customer & Unit Information to CSI

CSI Imports

CSI Imports

Names are imported into CSI Callware Program

The Phone Call

- Friendly, Professional CSR greets customer on your behalf
- 1-5 questions asked
- Courtesy Message left on 1st attempt and final attempt
- 6 attempts made
- Text or email survey sent on final attempt-branded with your logo and company name

Monthly Reports

Status of all customers

Employee Performance

Report Trends

Your Part

Follow up with Hot Sheet Customers

Praise staff for job well done

Daily Alerts

HOTSHEET Reports are High Priority or Informational

WOW Reports are Praising staff comments

Customer Feedback

Call information is documented on a Customer Report Card

HOTSHEET & WOW emailed twice daily

Monthly Recap Reporting

CAPTURING THE **CUSTOMER** EXPERIENCE