



Newsletter Article

Why Do A Walk-Around Write Up?

Authored by Bob Kellerman

Applied Transportation Concepts, Inc. (ATcon)
2060 Highway 33
Pelham AL. 35124

(205) 620-4557
Toll free 1-800-692-2719



These materials were prepared by Applied Transportation Concepts, Inc. (ATcon) solely for the guidance of its clients. ATcon does not provide legal advice and makes no legal representations or opinions in these materials. Laws and their specific impact on clients will vary among locations, and each client should consult its own legal counsel concerning the legal requirements and consequences of its actions as described herein, including compliance with any applicable federal, state, or local laws, wage and hour laws, and similar requirements. ATcon shall have no responsibility or liability for compliance with such laws or any violations thereof.

Copyright © 2010 Applied Transportation Concepts, Inc.

The Walk-Around Write Up

Today, more than ever, building relationships with our customers so that we retain them is paramount to our existence! The “walk-around write up” begins the process of establishing a relationship with the customer during the service visit. It shows the customer that we care about them and their vehicle. We have the chance to show them that we are not “selling” but advising them of what they may need---by checking the lighting operation, tire tread depth, wiper condition, and battery condition---the simple items that, in many cases, the customer takes for granted.

There are so many opportunities to gain or lose customers, we need to do everything we can to retain our customers and let them know how much we have to offer for their automotive needs.

A good walk-around write up begins by meeting the customer at their vehicle and welcoming them to our business.

- We need to be prepared for the customer.
- Greet them at their vehicle, if possible. If not, invite them to walk around the vehicle with you.
- Let them know you are going to review some common items on the vehicle.
- Confirm the VIN number.
- Confirm the mileage.
- Pop open the hood, turn the wheels right and turn on the lights.
- Check the tires for tread depth and condition.
- Check the wipers for cuts and nicks. Ask the customer if their wipers are cleaning the windshield well.
- Open the hood and look at the battery for corrosion and loose terminals.
- Visually check fluids that are accessible.
- Close the hood.
- Inspect the lights and overall vehicle condition.
- Compliment the vehicle condition (if appropriate).
- Review the mileage with the Service Menu.
- Review the Multipoint Inspection form.

- Inform the customer (with their permission) that the technician will complete a more in-depth condition report.
- Complete the write up process.
- Confirm the time to contact the customer with the results of the technician's report.
- Say "Thank You".

If we don't complete the walk-around and explain what we will be doing as part of the multipoint inspection, the customer may be confused or annoyed when we discuss any additional items we may have uncovered during the visit. A well-performed walk-around write up should give the customer confidence in rest of the service visit.

For more information on service experience enhancements, Service Advisor Training, Performance Groups or other Fixed Operations needs, contact ATcon toll-free at (800) 692-2719 or visit our web site www.atconsse.com.