



Shops can improve NPS with proper communication and by effectively managing customer’s expectations.

- MPI contracts a third-party company to conduct phone interviews based on AutocheX customer service surveys for repair shops.
- Survey results are shared with shops and are used to measure NPS.
- NPS is one of MPI’s shop measures and shops receive a monthly shop measures scorecard.
- MPI and repair industry interests are aligned on striving for a positive customer experience.
- A good NPS score drives new and repeat business.
- Despite a shop going above and beyond for their customers, negative feedback can be expected.
- Negative reviews are a tool that can be leveraged to improve shop processes.

Guidelines to effectively manage customer expectations	Responsibility of:		
	Shop Manager / Owner	Estimating Staff	Customer Service Staff
Take the customer’s perspective: <ul style="list-style-type: none"> ➤ Enter the customer service area from the customer entrance. ➤ What do you see that a customer will view positively or negatively? 	✓		
Listen to the customer: <ul style="list-style-type: none"> ➤ Get the customer to tell you about the loss and damage. ➤ This will reduce misunderstandings about related and unrelated damage. 	✓	✓	✓
Explain the repair process: <ul style="list-style-type: none"> ➤ A customer may be new or may not have had an MPI claim and repair in many years. ➤ Explain the repair process (timeframes, parts delays, sublets, etc.). ➤ Review any items that will impact the customer early in the process (betterment, loss of use, tax, and deductibles). 	✓	✓	✓
Schedule work so that repairs are completed in a timely manner: <ul style="list-style-type: none"> ➤ When in doubt, under-promise and over-deliver. 	✓		✓
Keep customers informed during the repair process: <ul style="list-style-type: none"> ➤ Determine the customer’s preferred contact type and frequency. ➤ Respond to questions and resolve concerns. ➤ Share any changes in betterment or deductible right away (do not wait until the customer comes to pick up the vehicle). 	✓		✓
Ensure the customer is aware of and understands the AutocheX process: <ul style="list-style-type: none"> ➤ Review survey questions with the customer so they can explain how the shop could improve. ➤ Explain that the survey is based solely on the repair shop. ➤ Explain the NPS scoring scale and what score the shop needs. ➤ Encourage the customer to complete the survey. 	✓		✓
Ensure a complete and proper repair.	✓	✓	

Notes on AutocheX surveys:

- Calls are conducted from 5:00 p.m. to 9:00 p.m. local time weekday evenings, and Saturdays from 12:00 p.m. to 6:00 p.m. local time (no Sunday calls).
- Not all customers are contacted for a survey. Customers may have completed another survey recently or may be listed on a do-not-call list, etc.