



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

- MPI contracts a third-party company to conduct email interviews based on AutocheX customer service surveys for repair shops.
- Survey results are shared with shops and are used to measure NPS when the customer chooses to share their information.
- 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 still occur.
- 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 to the estimate 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. ➤ Following the repair, send the customer an email on an upcoming survey. (For an email sample, see the Repair Shop Email Invite Sample section of the AutoCheX Guide: FAQs) 	✓		✓
Ensure a complete and proper repair.	✓	✓	

Notes on AutocheX surveys:

- Mitchell has arranged for Logit Group, a Canadian-based company, to conduct all customer satisfaction surveys for the AutocheX program. Surveys are emailed daily from Monday to Friday. Surveys that we receive on Saturday will be emailed on Monday.
- MPI excludes customers who are on MPI's do not contact list, as well as customers who were surveyed within the last 90 days. Logit will also not send surveys to users who have unsubscribed.