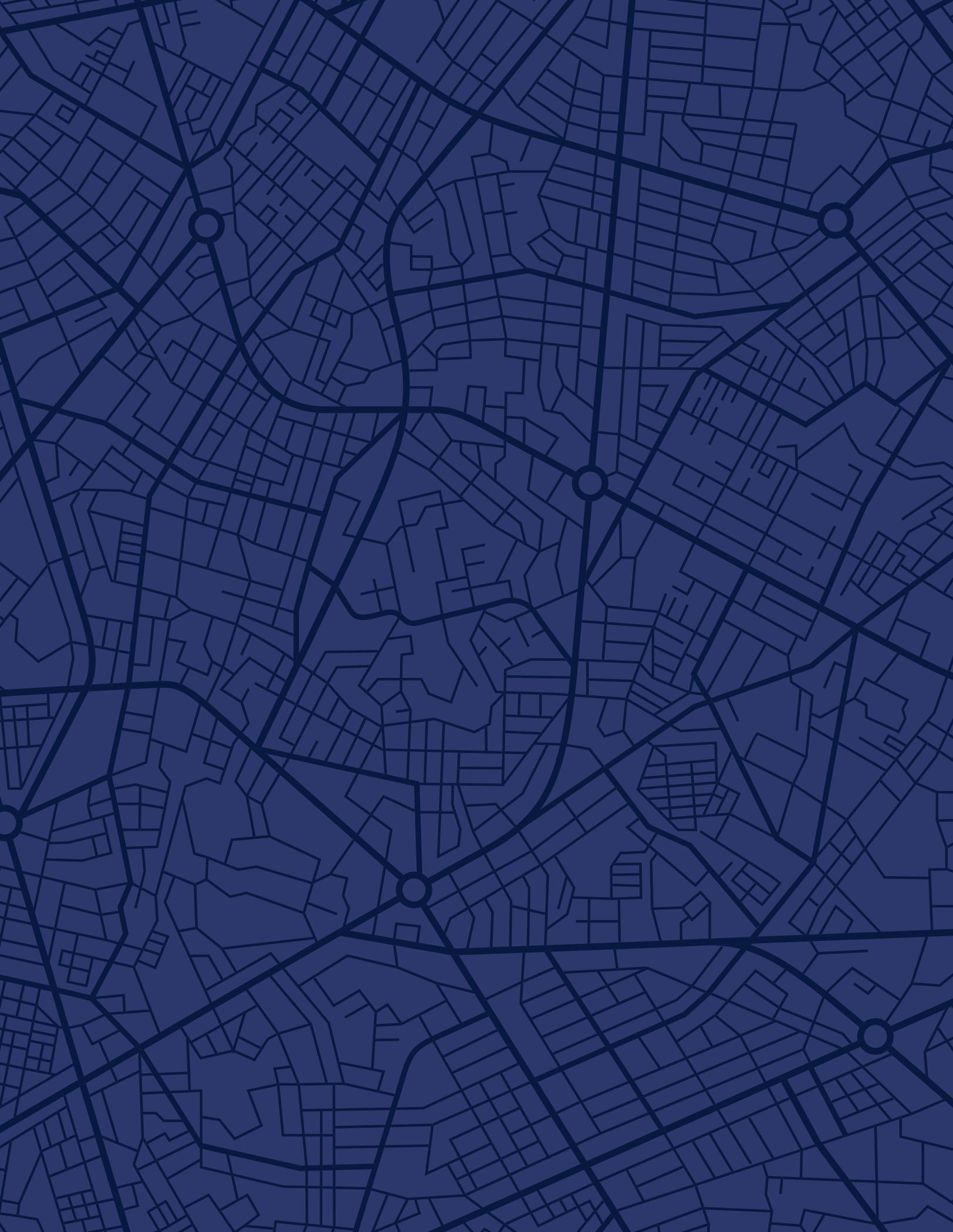




WORK
DRIVE HAPPY

OUR ROAD MAP FOR
A MOVEMENT 







CONTENTS

Our Values

1

Work Happy Drive Happy

2

Work Together

3

**Positions, Roles, Skills
& Activities**

4

Service Advisor

5

General Service Technician

9

Parts Coordinator

16

Automotive Technician

19

Shuttle Driver

21

Field Notes

23



Our Values

Strive For Excellence

Treat Each Other Like Family

Say Yes To Customers & Each Other

Be Grateful & Helpful

Win As A Team

WORK HAPPY DRIVE HAPPY

At Chapel Hill Tire, we believe happy employees create happy customers, and happy customers create a thriving business where we can all grow and prosper.

Our goal is to build a work happy, drive happy movement. We envision a future where Chapel Hill Tire sets the standard for how companies invest in their employees to grow and nurture their skills, empowering every one to build strong lifetime relationships with customers.

By building our business on this foundation, we are working to create a model that any business can follow, and a movement that will redefine how businesses operate. You are part of this movement. Working with us, you will see Chapel Hill Tire positively impact the lives of thousands of our family members and customers as we grow to more than 30 locations and hundreds of employees

This roadmap shows how you can play your part in creating a thriving business here and a growing movement in the business world.

This roadmap was developed by the people who work here. We acknowledge that we are in the service business. This means we serve our customers and we serve each other. A commitment to service can be found by asking yourself two questions:

- What can I do to make my fellow team members happier?**
- What can I do to make our customers happier?**





WORKING TOGETHER

No matter what your position, you play these roles

Teammate:

Purpose:

We win as a team. By treating your coworkers as family, you help to create an atmosphere where everyone works together to reach our goals.

Skills & Activities:

- Over communicate and double check
- Float and help where needed
- When not busy, ask teammates how you can help
- Be aware of the appointment schedule and work together to prepare for each vehicle
- Go to lunch and return on time
- Work together to decrease service times
- Meet your time commitments
- Clean together

Listener:

Purpose:

By being good listeners, we promote safety, identify potential issues with the customer's car, solve mistakes before the car leaves the shop, save time, produce high quality work, and show our customers how we strive for excellence.

Skills & Activities:

- Stay alert
- Stay engaged in activity around you
- Listen to what your teammates are saying, and double-check to make sure you understand them
- Listen for teammates asking for help

Safety Advocate

Purpose:

Though each position has its specific safety considerations, we all work together as a team to keep our workplace safe so that we can prevent accidents and injuries, promote professionalism, and make a good impression on our customers.

Skills & Activities:

- Keep your work area clean
- Contribute to keeping the shop clean
- Encourage your teammates to work safely
- Be alert and aware of surroundings; LISTEN
- No horseplay around the shop
- No smoking in the shop
- Keep unauthorized customers out of the bays
- Inform management of broken equipment



POSITIONS, ROLES, SKILLS & ACTIVITIES

This roadmap covers the following five positions:

Service Advisor
General Service Technician
Automotive Technician
Parts Coordinator
Shuttle Driver

The people in each position serve in a variety of roles throughout each day, and each role requires a number of skills and includes specific activities. Every day, in each of our roles and all of our activities, we have opportunities to create a happier workplace and happier customers.

In the following pages, we outline the roles, skills, and activities for each position, and suggest one key question to keep in mind, so that you can create a happier workplace and happier customers.





SERVICE ADVISOR



Key Question:

How can I make this customer's day a little better?



Greeter

Purpose:

To welcome each customer, show gratitude and be caring. Differentiate Chapel Hill Tire from our competitors, initiate a great experience, and guide the customer to a happy resolution of their concerns.

Skills & Activities:

In person

- Is presentable and professional
- Makes direct eye contact with the customer
- Smiles and greets the customer within 3 seconds
- Comes around the counter to shake hands, if possible
- Is welcoming and thanks each person for coming in
- Is personable, generates small talk
- Shows a genuine interest in this person, tries to make a friend
- Uses the Pinnacle process
- Asks clarifying, open-ended discovery questions
- Shows the customer around the lobby and points out amenities
- Offers shuttle service

On the phone

- Answers within 3 rings
- If customer must be put on hold, assures them that you will be right with them
- Answers on-hold calls at first opportunity
- Speaks in a warm, friendly voice and uses positive body language
- Thanks caller for choosing Chapel Hill Tire
- Over-communicates all the time
- Uses Pinnacle process
- Utilizes schedule and takes appointment
- Asks if there is anything we can improve on
- Delivers a fond farewell



Customer Service Representative

Purpose:

To listen to and meet the customers needs, make it easy, and organize and present the service records.

Skills & Activities:

- Listens carefully
- Expresses empathy
- Engages the customer and offers solutions
- Takes thorough notes and asks clarifying questions

- Asks for customer's mobile number and email address
- Demonstrates product and service knowledge
- Always mentions our service guarantee
- Explains Digital Vehicle Inspection (DVI) process
- Makes communication easy, via text, call, or email
- Updates customer every half hour
 - Uses Autotextme to update drop off customers
- Gets registration up front for State Inspection tickets
- Gets wheel lock keys for any tire related jobs
- Applies key tags with work order number to customer's keys
- Communicates constantly with technicians
- Expands and explains DVI content
- Manages fleet and national accounts



Cashier

Purpose:

Review the customer's ticket and explain as necessary, collect payment, and deliver a fond farewell.

Skills & Activities:

- Know your customer
- Match key tag to work order number
- Check ticket for
 - Complete and accurate information
 - Verify that this is the correct ticket for this customer
- Get all customer information
- Review DVI with customer
- Produce and process invoice
 - Get customer's signature on card reader
 - Provide paper or email receipt
 - Take phone or text payments
- Close ticket after taking payment
- If Pick-up & Delivery
 - Schedule pick up with driver and customer
- If in-person
 - Show customer to car or pull around
- Ask if there was anything we could improve



Workflow Manager

Purpose:

Support the smooth and efficient operation of the shop, set expectations with customers and teammates, prioritize tickets based on customer needs.

Skills & Activities:

- Say yes to customers and each other
- Set realistic expectations for service
- Under promise and over deliver
- Give appointments priority
 - Mark appointment time on work order
- Mark waiters' tickets with a red "W"
- Write expected completion time on work order
- Keep customer informed about details of service
- Over communicate with everyone involved

- Ensure parts are ordered for sold jobs
- Note parking spot where car is parked
- Make special notes on work order
- Clear out old tickets and DVI's

Cleaner

Purpose:

To make a great impression on our customers and a great environment for your teammates by providing a clean, safe, pleasant place to do business.

Skills & Activities:

Twice Each Day

- Check restrooms
- Check and stock waiting room coffee/water/snacks

Daily

- Take out trash
- Wipe down counters
- Clean customer restrooms (rotating schedule)
- Sweep and clean showroom, waiting room, & parking lot

Weekly

- Clean windows
- Check loaners/shuttle for necessary maintenance
- Check and replace HVAC filters/clean vents
- Check loaners for cleanliness and fuel when returned

Store Opener / Closer

Purpose:

To make sure we are ready for business at opening time, verify our daily numbers at the end of the day, and secure the premises before leaving.

Skills & Activities:

Opening

- Turn off alarm
- Turn on
 - Lights
 - Compressor
 - Equipment
 - Computers
 - Load Tireshop
- Make coffee for teammates
- Check customer area for snacks, coffee, cleanliness
- Prepare topics for huddle
- Write up night drop tickets
- Check Autotextme for messages
- Familiarize yourself with the day's schedule

Closing

- Update Microsoft Teams with closing information
- Reconcile the cash drawer
- Check deposit, place in bank bag, and secure bag in the safe
- Post slack numbers for the day
- Stock night drop pens and envelopes, as needed
- Have process for after hours car pick-ups

- Lock car doors and pull cars into bays
- Lock building doors
- Turn off lights
- Lock your exit door
- Turn alarm system on



Technology Innovator

Purpose:

Use our existing technology and look for new technology to help us differentiate ourselves, impress customers, and create a more smoothly running operation.

Skills & Activities:

Existing technology

- Maintain a high level of attention to detail
- Verify if customer is using mobile phone
 - Default to using text to communicate
- Use email to send estimates, invoices, and receipts
- Use Autotextme to:
 - Communicate with customers and update them on the status of their service
 - Sell jobs
 - Include pictures, videos, and virtual videos as visual aids
- Encourage customer to use touch free options, such as text-to-pay

New technology

- Embrace new technologies as they come along
- Be aware of ways we can use technology to improve communication among ourselves, and with customers, and to improve the customer experience





GENERAL SERVICE TECHNICIAN



Key Question:

How can I make each customer a little happier when they get back in their car?

As the person who checks for problems the customer may not know about, performs necessary routine maintenance, and prepares the car for delivery, you play a big role in making sure each customer not only has a great experience with Chapel Hill Tire but has a better car ownership experience because they chose Chapel Hill Tire.



Vehicle Check-in Quality Control

Purpose:

To make sure each customer gets the service they requested, and give them confidence that their car is being cared for by reliable professionals who perform superb maintenance.

Skills & Activities:

Select appropriate ticket based on

- Commitments come first, if this is our committed time
- Appointments are next, if this is their appointment time
- W (waits) are third
- D (dropoffs) fourth

Acknowledge the customer's reason for visit

Check CHT history, Carfax history, and Alldata for scheduled maintenance

Verify vehicle information, take a picture, and note on work order

- License tag
- VIN
- Mileage

Install a floor mat before entering car



Parking Valet

Purpose:

As the person who brings the car into and out of the shop, you make an important contribution to the safety and professionalism of our company.

Skills & Activities:

Drive slowly in the lot

Back into the parking space

Honk horn when backing up

Mark each customer's parking space on the work order

Digital Vehicle Inspection (DVI) Technician

Purpose:

Make the customer aware of, provide visual evidence for, and inform regarding the importance and urgency of all potential maintenance and repair issues, especially those that affect safety.

Skills & Activities:

- Perform Vehicle Check-in Quality Control
- Check for any problems, and note on work order
 - Body damage
 - Missing parts
 - Worn or damaged tires
 - Worn wipers
 - Burned out lights
 - Worn or damaged brakes, if possible
 - Indicator lights on dash
- Turn radio off and listen to car when driving
- Tap brakes on way into bay and listen for noises
- Check lights with a teammate in the bay
- Complete under hood and under car checklists
 - Check off each item on DVI
- If problems or issues are found
 - Document via DVI first and turn in to parts coordinator
 - Recommend maintenance service or repair
 - Use professional language
 - Always include notes on why you are recommending
 - Take pictures and videos to support your recommendations
 - Utilize virtual vehicle videos to explain issue

NC Safety / Emissions Inspector

Purpose:

Make it easy and convenient for the customer to ensure their vehicle is safe and meets requirements for state registration. Provide the customer with an opportunity to take care of any maintenance or repair issues their car may have, especially those that affect safety.

Skills & Activities:

- Perform Vehicle Check-in Quality Control
- Verify registration information
 - Match registration information to VIN
 - Verify county in which the vehicle is registered from registration or the customer
- Begin completing Digital Vehicle Inspection
- Set the rack to proper lift points and pop the hood
 - Check gas cap and emission label under hood for emission control devices
 - Ensure OBD connector not relocated or tampered with and plug in OBD device
 - Ensure no emission control devices have been removed or deleted
- Complete inspection safety checklist
- Conduct emissions test, if required
- Mark any items pass, fail, or corrected based on checklist
 - Note all failures on work order, and add to DVI
 - For vehicles that fail inspection, provide the customer with a written reason why, and the pamphlet from DMV
- Complete DVI and turn in to parts coordinator
- Print inspection report and sign both copies
- Keep one copy for records for 18 months

- Put customer copy and registration on the passenger seat or dashboard in car
- If meter is used to test aftermarket window tint, mark on work order that fee is required
- Remove NCSI OBD device, remove rack arms, honk horn, and back out vehicle
- Back into a parking spot and mark spot on the work order
- Turn ticket and key in to the appropriate service advisor
- Clean area before selecting the next ticket



Oil Change

Purpose:

Extend the customer's engine's life and provide an opportunity for them to address any maintenance or repair issues. Though this is a routine maintenance, it also provides opportunities to wow the customer.

Skills & Activities:

- Perform Vehicle Check-in Quality Control
- Perform Repair & Maintenance Inspection
- Set the rack to proper lift points and pop the hood
- Print oil reminder sticker
- Get oil filter and oil
- Remove the oil cap
- If oil is low or OLF overdue, recommend EPR service
- Drain engine oil
- Inspect drain plug, gasket, and threads in oil pan for damage.
- Check tire pressures while oil is draining
- Reinstall oil drain plug and properly tighten before moving on
- Remove and replace oil filters and gaskets; verify no double gaskets
- Wipe down oil filter (canister type) and clean all oil residue from under car
- Lower vehicle to the ground and remove the rack arms
- Fill vehicle with correct oil type and capacity
- Reinstall oil cap, start vehicle and verify no leaks from filter or drain plug
- Turn off vehicle and check the oil level with the dipstick
- Resecure any items taken apart or removed under the hood or dash
- Close hood securely
- Reset maintenance reminder light and replace oil change sticker
- Clean any fingerprints or dirt off the body and interior of the car
- Honk horn and back vehicle out of the bay
- Back into parking spot, remove floor mat, lock doors, and close windows
- Note the spot where vehicle is parked on the top of the work order
- Return key to the work order sleeve and sign name to all completed jobs
- Return ticket and key to the appropriate service advisor and verify completed
- Clean bay of spills, tripping hazards, trash, etc. before selecting the next ticket



Tire Rotation / Installation

Purpose:

To extend the life of the customer's tires, ensure the safe operation of their vehicles, and provide them with an opportunity to address any maintenance or repair issues.

Skills & Activities:

- Perform Vehicle Check-in Quality Control
- Perform Vehicle Inspection
- Locate the wheel lock key if necessary
- Set rack and lift vehicle; ensure vehicle does not have staggered wheels

Shake down front end top to bottom and side to side to check front end

Check tires

- Read pressures and note if any are low
- Inspect for punctures
- Inspect TPMS sensors

Remove all lug nuts and tires

Clean rust and corrosion from wheel and rotor/hub mating surfaces

Inspect brakes, suspension, axles, etc. while wheels are off

Take pictures of tires to document excessive or uneven wear, and recommend replacement

Complete the DVI and turn in to parts coordinator

If changing tires, verify tires are correct for vehicle and work in teams to mount and balance

Replace rubber valve stems if no sensors in stems

Clean tire rubber and brake dust off of wheels

Rotate the tires based on the manufacturer recommendation for the car

Install wheels on vehicle properly, based on amount of weight each took to balance

Reinstall lug nuts/wheel locks and properly torque each one on every wheel

Lower vehicle to the ground and remove the rack arms

Return wheel lock key to designated spot

Relearn tire positions if required after rotation

Install valve stem caps where missing

If getting TPP, use N2 machine to remove air and replace with N2

Honk horn, back out, back into parking spot, note spot on work order, and return key and ticket to appropriate advisor

Clean area, and remove old tires from bays before selecting next ticket



Free Tire Pressure Check

Purpose:

To ensure each customer gets maximum mileage and optimal performance from their tires.
Provides opportunities to build relationships with customers, and deliver moments of “wow!”

Skills & Activities:

- Greet customer with a smile when they pull to bay door
- Welcome customer, engage in small talk, ask if they’ve been happy with their tires
- Check TPMS sensors and pressures if light is on
- Ask customer if they have time to get TPMS light out
 - If they do, get TPMS light out
- Inform customer of any uneven wear or low tires
- Recommend flat repairs if needed
- Recommend getting a quote for tires if needed
- Install valve stem caps where missing



Operate Point Of Sale System

Purpose:

As part of our effort to use technology to improve our customers’ experiences, we employ the Tireshop system to increase our efficiency and accuracy, and to build customer trust.

Skills & Activities:

- Check
 - Carfax, history, and Alldata
 - TPMS reset information
 - Oil light reset information
 - Clock in/clock out

- Keep up with production/spiffs
- See schedule and prepare for incoming work
- Sign off on jobs
- Verify oil and filter specs

Auto Groomer

Purpose:

To add extra value to the customer's experience.

Skills & Activities:

- Use a floor mat every time you enter a car
- Use seat covers and steering wheel covers if necessary
- Wipe down any fingerprints on body or interior
- Clean any footprints from floor mat or door jamb
- Clean any spills immediately
- Clean oil spills while vehicle is in the air
- After Cabin Filter replacement, clean blower fans
- After Headlight Restoration, clean bumpers and body
- After New Tire Installation, clean tire rubber
- On tire jobs, clean brake dust from wheels
- Vacuum floors when necessary

Equipment Maintenance Technician

Purpose:

We keep our equipment in good working order so that we can keep it safe and avoid expensive repairs.

Skills & Activities:

- Keep equipment in designated area
- Clean machines weekly
- Inform management of any problems
- Identify and repair air leaks in shop
- Ensure compressor maintenance is up to date
- Do not use equipment with lock out tags

Inventory Manager

Purpose:

To help maintain a proper workflow, increase productivity, minimize customer inconvenience, and make everyone's job a little easier.

Skills & Activities:

- Monitor stock levels and let the parts coordinator know when any of the following items are getting low:
 - Air and cabin filters
 - BG chemicals
 - Brake parts cleaner
 - Cleaning supplies and purple power
 - Coolant
 - Drain plugs and washers
 - Floor Mats
 - Light bulbs
 - NCSI E-stickers
 - Oil change stickers
 - Oil filters
 - Oil in bottles

- Stock tires
- Tire patches and other tire repair chemicals
- TPMS sensors
- Transmission fluids
- Washer fluid
- Wheel weights
- Wipers

Monitor the Used Oil Tank, and let the parts manager know when it is getting full



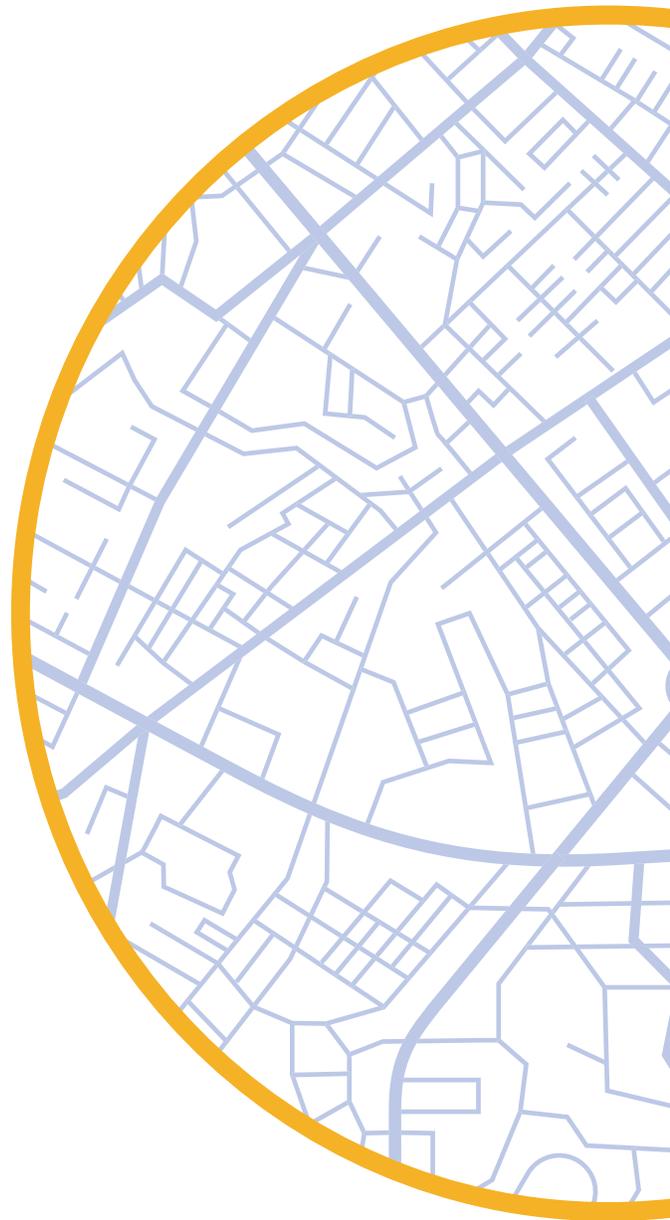
Safety Promoter

Purpose:

Keeping our shop safe and clean not only prevents accidents and injuries, it promotes professionalism and helps us make a good impression on our customers. The skills & activities listed here are specific to the General Service Technician, and in addition to your general responsibility to create a safe workplace.

Skills & Activities:

- Protective equipment
 - Safety glasses at ALL times
 - Oil and water slip-resistant shoes
 - Ear protection when needed
 - Face shield when using bench grinder
 - Appropriate mask when welding
 - Use chocks & jack stands when using floor jack
- In Vehicles
 - Drive very slowly in the parking lot
 - Honk horns when backing up
 - Back cars into parking spots
- Immediately
 - Clean oil and fluid spills
 - Remove tripping hazards
 - Clean up after yourself in break room and bathroom
 - Do not leave food out
- Regularly
 - Identify and fix air leaks around the shop
 - Lube and maintain racks and cables
 - Take the trash out when the can is full
- Task-specific
 - When using lifts / racks
 - Drop lifts to safety locks after raising
 - Rock vehicle to ensure rack set right after lifting
 - When changing tires
 - Don't lean over tire when inflating/seating bead
 - Use tire cage to inflate high pressure tires
 - At end of job
 - Remove old tires
 - Clean old wheel weights off of floor
- After Each Job
 - Clean floor and remove tripping hazards
- At End of Day
 - Take the trash out
 - Sweep trash in parking lot
 - Sweep and use floor cleaner



- Place old tires in designated area
Weekly
- Wipe down tire machines
Monthly
- Clean garage doors and windows

Shop Organizer

Purpose:

Improve workflow, reduce mistakes, and create a less stressful, more productive workplace.

Skills & Activities:

- Take pride in your workspace
- Place your tools and equipment in an accessible area
- Keep your tools close to reduce steps
- Keep shop tools, equipment, and chemicals in their designated areas

Teammate

Purpose:

We win as a team. By treating your co-workers as teammates, you help to create an atmosphere where everyone works together to reach our goals. The skills & activities listed here are specific to the General Service Technician, and are in addition to your general role as a team member.

Skills & Activities:

- Work together to decrease service times
- Work together on
 - Tire rotations
 - Mounting and balancing
- Perform general service work along with tech work to maximize efficiency, whenever possible
- If you can, set car on alignment rack and alert tech after you have finished installing tire
- Before backing the car out of the bay, verify with your team that all tasks are completed

Listener

Purpose:

By being good listeners, we promote safety, identify potential issues with the customer's car, solve mistakes before the car leaves the bay, save time, stay engaged with our work, and give our customers our best. The skills and activities listed here are specific to the General Service Technician, and are in addition to your overall commitment to being a good listener.

Skills & Activities:

- Listen to advisor or customer explaining concern
- Listen for paging for tire pressure checks
- Listen for teammates asking for help
- Listen for noises on cars



PARTS COORDINATOR



Key Question:

How can I help my team deliver the best possible customer experience?

As the person who makes sure we have the right parts at the right time, the parts coordinator plays a key role in creating a smoothly running shop and satisfied customers. By making sure our estimates are fair and accurate, you build sales while building the trust that creates lifetime customers.



Estimator

Purpose:

Provide customers with a fact-based assessment of any repairs or maintenance their car may need, and a fair, accurate estimate of what that work will cost.

Skills & Activities:

- Build estimates based on the DVI
- Fulfill requests for estimates from
 - Service Advisors
 - Yelp
 - Customer emails
- Ensure vehicle information is correct
- Include findings from diagnostics
- Look for additional scheduled maintenance
- Know your part brands, and recommend the ones that hold up
- Utilize Epicor and Worldpac
- Utilize web vendor systems
- Ensure labor times are correct
- Ensure parts margins are correct
- Use the estimate to inform the customer



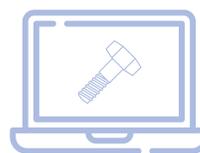
Shop Maintenance Steward

Purpose:

Contribute to a clean, safe, orderly, professional work environment, and make sure all parts are properly labeled and organized.

Skills & Activities:

- Keep the Parts Coordinator office clean
- Keep estimates organized in Tireshop
- Clean out and organize old invoices
- Label all parts and keep them organized
- Return unneeded parts
- Help with cleaning of bathroom and front area





Inventory Control Manager

Purpose:

To help create a smoothly operating, efficient shop.

Skills & Activities:

- Keep all inventory items well organized
- Accurately count and adjust levels
- Keep stock items in stock
- Keep shop supplies available
- Stock tires to cover wide range of cars
- Ensure we stock correct fluids for cars
- Return cores for credit quickly
- Manage returns and process credits
- Evolve inventory items to meet our needs



Dispatcher

Purpose:

Maintain an efficient workflow, and help your teammates complete each job on time.

Skills & Activities:

- Use technology and CHT systems
- Prioritize waiters and appointments
- Schedule new appointments
- Under promise and over deliver
- Over communicate with advisors and techs
- Make sure techs have the correct parts for each job



Manager

Purpose:

Promote teamwork, assist the advisors and store manager, organize our work, and treat each other like family.

Skills & Activities:

- Organize your work day and allocate time for all tasks
- Help maintain efficient workflow
- Receive and return parts
- Help with questions from teammates
- Diagnose vehicles with the techs
- Solve problems in the shop
- Facilitate sales
- Minimize comebacks
- Handle comebacks quickly and efficiently
- Handle complaints from customers
- Fill in for Store Manager when absent





Parts Purchaser

Purpose:

Obtain high quality parts from high quality vendors to promote efficiency and create happy customers.

Skills & Activities:

- Do research to find the best part for each use
- Have a thorough brand knowledge of parts – be the expert
- Keep the best quality parts in stock
- Minimize comebacks with good parts
- Order and track parts
- Put estimated time to get part on tix
- Save time when possible
- Utilize repair link
- Solve part problems.
- Send shuttle driver to get parts



National Accounts Coordinator

Purpose:

Increase our fleet business through timely and accurate invoicing, payment tracking, payment collection, and by creating a great customer experience.

Skills & Activities:

- Get all pertinent information from the customer
- Apply special labor rates
- Ensure accurate pricing of parts and labor
- Process tire warranty claims



Statement Quality Control

Purpose:

Contribute to our financial health, maintain the accuracy of our financial reports, and keep vendors accountable by reconciling vendor statements to eliminate errors.

Skills & Activities:

- Scan all invoices and work orders
- Send/scan to AP
- Reconcile end of month vendor statements
- Solve any issues on statements
- Call and research discrepancies
- Reconcile credit card accounts
- Over communicate with AP



TEAMWORK BEGINS BY BUILDING TRUST



AUTOMOTIVE TECHNICIAN



Key Question:

How can I give this customer the best result on this job?



Automotive Technician

Purpose:

To make sure each customer has the best possible ownership experience of their car by keeping it properly maintained and delivering the highest quality repair service.

Skills & Activities:

Car Repair

- We service cars, but we serve people
- Your work makes our customers lives a little better, every time they take a drive
- Take pride in your work and your team, you are among the best

Cleanliness Advocate

- Stay healthy
- Contribute to a safe, clean workplace
- Reduce accidents
- Increase efficiency
- Show our customers we're pros

Quality Control Monitor

- Keep our customers safe, satisfied, and happy
- Eliminate comebacks

Diagnostician

- Find the real problem
- Determine the cause
- Eliminate guesswork
- Fix it right the first time

Communicator

- Clear, precise, complete communication keeps everyone in the know, smoothes workflow, and is essential to customer satisfaction.

Brand Ambassador

- Inspire the confidence that creates lifetime customers by repairing and maintaining vehicles quickly, professionally, and properly.

Mentor

- Show the Chapel Hill Tire way
- Make your teammates better
- Be helpful
- Contribute to a happy, productive workplace

Researcher

- Stay up to date with the latest automotive technologies
- Know what to do and how to do it before you start working
- Learn our systems to save time
- Understand and avoid common problems

Time Manager

- Time is money
- Balance your personal goals with company goals

Lifelong Learner

- Stay up to date with changes in automotive technology, business technology, and advances in work systems

Systems Thinker

- Follow and improve processes that make our work easier and more consistent

Relationship Manager

- Build trust and rapport with your teammates and customers

IT User

- The efficiency and accuracy our IT systems provide is required to do our work well





SHUTTLE DRIVER



Key Question:

How can I create moments of “wow!” for this customer?



Shuttle Driver

Purpose:

To differentiate Chapel Hill Tire and create repeat customers by making car care as pleasant, convenient, and efficient as possible. Show our customers that we value them as people.

Skills & Activities:

Use Standardized Driver Form

Promotes efficiency and improves the customer experience by showing you when, where and who to pick up

Run Errands For Your Teammates

- Contribute to faster, smoother workflow
- Improve shop efficiency
- Speed up service
- Help us deliver a great customer experience
- Pick up tires at any location that has inventory needed by your shop
- Pick up or return parts to dealerships, auto supply stores, and other locations
- Take wheels to other locations for repair
- Take daily deposit to the bank, and get change for cash drawer
- Purchase shop or office supplies at local retailers or online

Execute Pick up & Delivery Appointments

- Call to advise customer of pick up time
- Secure key and any documentation needed
- Verify or correct customer name, address, phone, email, and license plate number
- Return vehicle to pick up location and inform customer that vehicle has been returned
- Inform customer of the location of their key and receipt

Communicator

- Describe the vehicle you will pick up the customer in
- Provide timely and accurate pick up information
- Lessen confusion and make sure everyone is on the same page
- Make your teammates' jobs easier
- Set realistic expectations
- Create great customer experiences

Safety Advocate

- Stay alert and aware
- Always drive safely
- Know your limits



Brand Ambassador

- Do what you say you will do
- Help customers understand our why
- Understand and explain our many options
- Build relationships
- Be reassuring
- Make this customer feel better
- Create loyal customers who want to spread the good word

Vehicle Maintenance Coordinator

- Create a great customer experience by keeping our vehicles clean, safe, and running well
- Check vehicle each morning
 - TPMS light on?
 - Oil change due?
 - Any problems?
 - Notify managers of any service issues
- Warm up vehicles
- Keep vehicles clean, inside and out
- Keep loaners filled with gas
- Gas up shuttles as needed

Shop Maintenance Steward

- Make sure our store and grounds make a great impression
- Look for anything that needs to be cleaned
- Pick up trash when you find it, and take out trash as needed
- Check rest rooms regularly
- Check kitchen and break room
- Make sure the loaner car is clean, inside and out
- Replenish snacks in waiting area

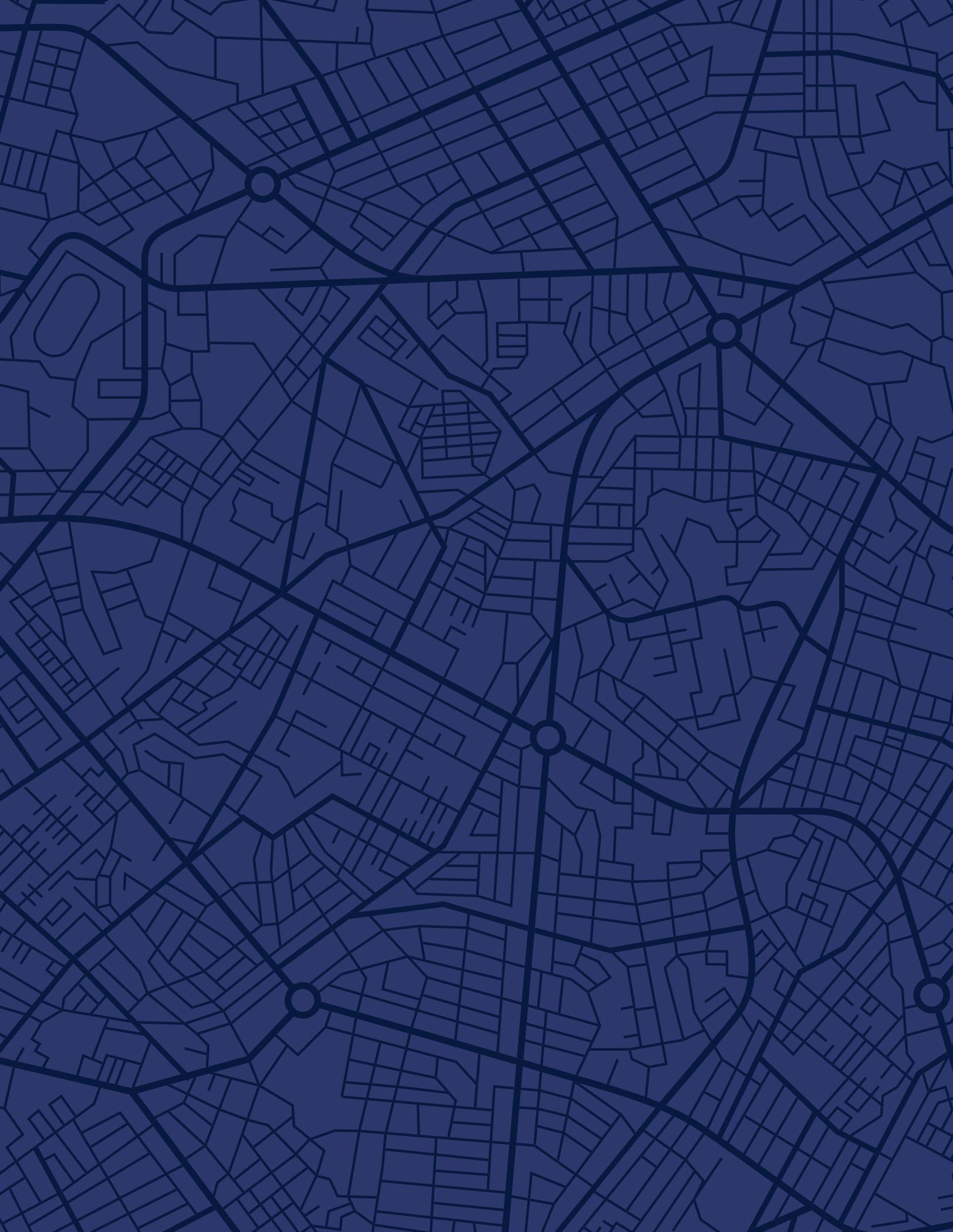
Listener

- Lend an ear and allow customers to vent
- Pick up on other services that may be needed
- Gain the customer's trust
- Create relationships

Advisor

- Contribute to a smooth running shop by keeping everyone on the same page and assisting service advisors when needed
- Answer phones
- Get vehicle information at check-in
- Update customer information in the computer







chapelhilltire.com | [#drivehappy](https://twitter.com/drivehappy)