

# Customer Service Challenge

Submitted by Glenn Brown, Land Development Service Center

I took my truck into Wynn Ford for a recall on the Cruise Control system. On the way there I checked my cruise control and it worked just fine. The service department called that afternoon and said my truck was ready for pick up.

A friend dropped me off to pick up my truck. For some reason I didn't check the cruise control after I picked it up. Two weeks later I went on a trip and found out my cruise control didn't work. I made an appointment to take it in. I was called and was told it was going to cost \$136 to repair it. I told them to hold off and I would be right down. The service writer told me it was a coincidence that the cruise does not work anymore. My answer was you just worked on the cruise control system. They responded by indicating they hadn't worked on the part that was now broken. I responded, "It was not bad when I brought it in for service." I had a talk with the service manager and was told the same thing.

I was pretty mad and got my keys and left. I was a service writer myself for 6 years and I learned all the avenues that I could use to help someone, but I guess theirs' were closed . I dwelled on this for a long time, finally I wrote a letter to the owner sure that now I would get some kind of help. Wrong! All this started in April of this year and the letter I sent was in September. I received no response from anyone.

One day I was talking with a co-worker about my experience and he stated that his brother-in-law worked at the same location. He asked me for a copy of my letter as he was going to send it to the owner via his brother-in-law to be hand delivered. Well, it didn't take long before I received a call from the owner stating he was very sorry for what happened and that he wanted my business back. He told me he never received the letter I mailed. The owner is now sending me a gift card for the exact amount of the repair and said I could use it for anything I wanted to. That is the way to exceed customers' expectations, and now I will go back there for service. The owner's response made my day!