

Making The Correct Diagnosis The First Time

Building Quality Customer Relationships

By Steve Gibson

In his NFL career, Joe Montana was known as the “comeback king”. He seemed to have a magical ability to guide his team to a come-from-behind victory in the last few seconds of a game. His instinctive skills as a quarterback proved he had the right tools and the right knowledge to get the job done right the first time.

If your service department has a “comeback king” though, you have a recipe for disaster. There aren’t many worse feelings a technician (or service manager) can experience than seeing a customer’s vehicle come back because your repair didn’t fix the problem. Everyone makes mistakes and technicians are no different than anyone else. However, service advisors or managers that let a technician’s mistake go out the door are just as responsible for the comeback as the technician who made the mistake.

Your service department’s clients bring their vehicles to you for several different reasons: convenience, experience, loyalty, and your knowledge about their specific vehicle. More than likely they purchased that vehicle from your dealership, as well. All of those reasons connect to one underlying theme – the customer trusts you with their car and trusts you to know how to repair it cor-



A Ford dealer diagnosed this turbocharger from an F350 6.0L engine as having bearing failure due to dirt ingestion. An oil analysis indicated silica content in the oil at 7ppm (extremely low) indicating no problems with the air filtration equipment. Upon inspection the shaft / impeller assembly rotated freely and was in good working order.

rectly. When a misdiagnosis occurs, and the customer brings the vehicle back a second time, it dramatically affects their level of satisfaction with your service department. Once a frustrated or unhappy customer has left your door, they are far less likely to return with their business in the future.

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