



Service Writer E-mail Scripts

The following scripts are designed to help your Service Writer acquire e-mail addresses from customers. The Script provides an outline that you can follow when asking the customer for their e-mail address.

Ask every customer for their e-mail address upon arrival or when the customer calls in to the repair facility to schedule an appointment.

The following outlines can be used either in person or over the phone:

Version 1

“...I noticed we don’t have an e-mail address on file for you. Can you please provide us with one so we can send you maintenance reminders for your vehicle? We may also periodically send you special promotions which are only available to our valued customers.”

Version 2

“...Do you have an e-mail address that we can use to contact you for important maintenance reminders? We may also periodically send you special promotions which are only available to our valued customers.”

“Why do you need my e-mail address?”

Features and Benefits of e-mail

- E-mail special offers with coupons for discounted service, such as an oil change special.
- E-mail reminders for scheduled maintenance services, such as 120k service or 75k service.
- E-mail vehicle status updates or ask the customer additional questions.
- Non-intrusive customer contact (You won’t bother them while they’re at work).
- More efficient real-time contact, the message won’t get lost in the mail.
- Stay in contact with customers that move, they may call you to provide a new local address.