

Going the Extra Mile

There are plenty of ways to go the extra mile for members. Here are some quick and easy extras.



Tire Service

- Check all tire pressures with gauge.
- Check for missing valve stem caps and replace them.
- Place flat tire in a plastic bag before putting in trunk.
- Mark the hole in the flat and show the member.
- Check the tread wear on all tires.

Battery Service

- Use fender covers to protect paint.
- Clean the terminals and posts.
- Tighten connections.
- Offer a battery installation if needed.

Fuel Delivery

- Wipe off spilled fuel with a soft clean towel.
- Use a funnel.
- Tow/follow member to a gas station.

Lock Out Service

- Have a bottle of window cleaner and a clean rag to wipe the windows down.
- Protect the window and trim with a plastic sheet.
- Ensure door locks and windows operate after unlocking.

Towing

- When delivering a vehicle to a place of repair, call to inform the member of the name of the person who received the vehicle and keys.



Technician Training Guide

Keep Members Informed



Call Every Member—KMI

BEFORE leaving to provide service for a AAA member, consider what a quick phone call from **THE DRIVER** to the member can do. That call **Keeps the Member Informed (KMI)** and sets up a Totally Satisfied service experience by:

- Setting the **TONE**
- Starting the **RELATIONSHIP**
- Confirming key **DETAILS**
- Providing needed **ASSURANCE**
- Creating **TOTAL SATISFACTION**

Not going to be on time? Let Members know by updating the ETA. Members prefer an honest ETA over a driver showing up late.

Service technicians should NEVER risk their safety or others' safety by using their phone while driving to call a member.

Prepared and Professional



Being Response Ready

- Truck washed
- Truck fuel tank at least 1/2 full at all times
- Fuel/diesel containers filled
- All tools and equipment are on the truck
- Plan your route, know your area, use GPS

Projecting A Professional Image

- Identification — badge, name tag
- Cover body art
- Use gloves
- Shirt tucked in, belt/buckle protector, polished work boots

Carrying These Things

- Window cleaner/paper towels/hand wipes
- Spare uniform/air freshener/breath mints/deodorant/gloves
- AAA Lockout and Tow & Service Manual

Totally Satisfied Arrival to Close

The Arrival

- Greet the member with a smile, confidence and handshake.
- Acknowledge your arrival time in minutes.
- Acknowledge member's name and years of membership.

The Service

- Control the scene and guide the member to safety.
- Confirm with the member what you plan to do.

Going the Extra Mile

- Ask if you can perform one or two quick extra services.

The Close

- Summarize for the member the service you performed.
- Thank the Member with a handshake and smile.