

Who's making the moment?

27th Edition

FordRetail

Moments of Truth



Welcome to the 27th edition of the **Moments of Truth** newsletter.

This edition is very special as we welcome the first monthly 'Who Made the Moment?' winner from the Channel Islands. Congratulations to Adrian Duport, who received a really excellent and thoroughly deserved nomination!

'Scratchy Moments' was launched last month and it is proving to be a great success. 71 Scratchy Moments cards worth £950 have been won so far. Please keep demonstrating Ford Retail's six key behaviours and you could be a winner!

John



Adrian leads the way in the Channel Islands

Adrian Duport, Vehicle Damage Assessor, Bougourd Ford Longue Hougue, is the first Channel Islands winner following the launch of **Moments of Truth**. The winning nomination reads, "Adrian sourced and collected a part at the weekend and brought it in to work on the Monday at 7am (first day of his holidays) so the job could be completed and returned to the customer. That's going the extra mile!" Well done Adrian.



Adrian Duport receiving his award from Peter Dugmore

Magic Moments

The team at Polar Ford Barnsley enjoyed a Magic Moment at the local cricket club, enjoying a friendly match before partying the night away!

Polar Ford Huddersfield held their event at the local bowling alley. Dealership Secretary, Angela Mallinson commented, "Everyone has said how much they enjoyed it; the staff at the bowling alley were really friendly."



Polar Ford Barnsley are bowled over



Polar Ford Huddersfield enjoy some magic

Leadership awards

Sinead Read has been awarded a Gold Badge by Dermot Rafferty, Used Car and CV Sales Director, Lindsay Cars. "Sinead works hard to support her local branch, Coleraine, and the Used Car & CV Sales Director. She is also a key organiser for the annual Ford Fair as well as helping with the Employee Forum."

Martin Lumbar presented James Cantwell with a Gold Badge Award for developing the PRISM Project. James has worked with ADP & Synchron in the planning and development of this exciting parts inventory system which will improve stock availability with reduced stock holding & VOR penalties, while improving costs & first time pick.



Sinead Read receiving her Gold Badge from Dermot Rafferty



James Cantwell receiving his Gold Badge from Martin Lumbar

Supplier Winner

Dave Harrison, Ram Security

"Dave's aware that telescopic posts are expensive to service and has made suggestions to reduce costs for Ford. Dave keeps the Property Department well informed and communication between his company and Ford Retail is excellent. Ram provides a high quality and consistent service level."



Dave Harrison receiving his award from Simon Page

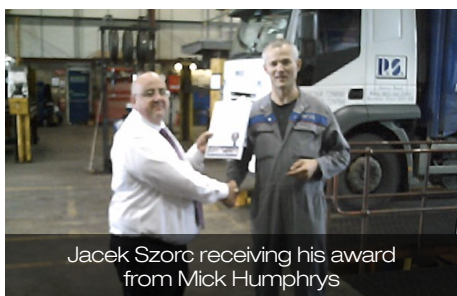
Moments of Truth Winners

Jacek more than Makes the Moment!

Jacek Szorc, Technician, Chelmsford, went beyond the call of duty to help a customer in their time of need. "We had a continental breakdown from Poland. Unfortunately the customer didn't speak English. Jacek kindly came in early after his night shift to translate and calm the customer down, he was very frustrated as he couldn't communicate. There was a three day wait for the part and the customer was unable to pay for a hotel room so Jacek invited the customer to stay with him. This saved him sleeping rough in his cab with no food, drink or money." What an outstanding nomination Jacek.

JP makes it personal

John Paul Turley (JP), Technician, Boucher Road, made the moment for a customer by taking ownership of their problem. "I had to bring my car back regarding a problem that related to previous work done by the garage. JP was getting a drink (I think he was on a break) when he recognised me and asked about the problem. He test drove the car immediately. Following the repair he explained the problem and how he had fixed it - excellent customer service. My husband is always reassured when JP looks at our car and tells me to ask for JP if possible. He definitely should be rewarded." A fantastic nomination JP.



Jacek Szorc receiving his award from Mick Humphrys



John Paul Turley receiving his award from Philip Sandford

Legendary Alf embraces Moments of Truth

Alfred Fisher, Driver, St Helens, is a testament to the **Moments of Truth** culture. "What can you say about Alf Fisher; he's a legend, a friend, a great work colleague, one of the most helpful people I have ever had the great fortune of meeting. He only booked a week's holiday and still came in early each morning to open up the dealership and clean the workshop. He then volunteered to come in knowing we were short staffed (bear in mind Alf's wife has to have constant medical attention). Alf doesn't just deserve a nomination he deserves a lifetime achievement award for being one hell of a great bloke!" Excellent work Alf.

Chris saves the day

Chris O'Rourke, Service Advisor, Castleford, went out of his way to help a stranded customer. "A gentleman had broken down but didn't have any money and spoke very little English. Chris's first attempt to help the customer was to set up an AA account, however this was unsuccessful. He then called Barclays to try and transfer funds for the gentleman, this was also unsuccessful. Chris then tried calling a local recovery service, but they also refused to help. Chris retried the AA and they agreed to take the gentleman home to Middlesbrough much to the relief of the very distressed gentleman." Brilliant work Chris.



Alfred Fisher receiving his award from Graham Woods



Chris O'Rourke receiving his award from Ian Wilson

* Tip of the month -
Wear your
Moments of Truth
badge everyday
and with pride!

Remember to tell Melanie about your local **Moments of Truth** news

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VOUCHER

Moments of Truth competition

Win £50 worth of shopping vouchers!

Simply answer the three multiple choice questions below on the **Moments of Truth** intranet. Three winners will be drawn at random from the correct answers received. The closing date is 4 November 2011. Good luck!

1. Whose behaviour can you control?
A) Noone's
B) Everyone's
C) Your own
2. What is rapport?
A) The process of building and maintaining a relationship
B) Having no particular interest or concern for a person
C) A compulsive preoccupation with a person
3. What term is used when you encourage an individual to follow your way of thinking?
A) Running and jumping
B) Pacing and leading
C) Following and shouting



Moments of Truth Winners

Efficient Dan Makes the Moment

Daniel Burt, Parts Supervisor, BAPD, made the moment for his internal and external customers. "We were short staffed and as the day went on we encountered problem after problem. Dan shined like a lighthouse on a foggy day. He was super and a joy to work with making the day a lot easier; no problem went unresolved and all customers went away happy. He really made the moment." A first-rate nomination Dan.

Helpful Ella consistently Makes the Moment

Ella Witts, Service Advisor, Horfield lives and breathes the six key behaviours. "Ella always has a smile on her face no matter what she comes up against. She is always there to help and nothing is too much trouble. She treats customers as individuals and listens to their concerns going above and beyond for them. She is a pleasure to work alongside and I'm proud to work with her. There are too many good points to put down on paper!" A brilliant testament Ella.



Daniel Burt receiving his award from Mark Holloway



Ella Witts receiving her award from Derek Hendy

Harish puts the customer first

Harish Chauhan, Salesperson, Woodford Green, gave first-rate service to this customer. "There were a couple of problems following the purchase of my car. Harry went very much out of his way to make me feel that everything was done to sort out the problems. Nothing was too much trouble and I now not only have a lovely car, but I have come away feeling Dagenham Motors, Woodford Green, really DO put the customer first. Thanks for the excellent service!" Well done Harry.

Jonathan drives the extra mile

Jonathan Wells, Service Supervisor, Kingston, drove the extra mile for his customer. "A customer had a problem with their suspension but was desperate for his vehicle as he was catching a ferry the next day. The car was dangerous to drive, the part would not arrive in time and the customer was very worried. Jon decided to collect the part from Epsom himself. The car was then fixed in time and the customer was over the moon, he brought cakes in as a thank you." Excellent work Jonathan.



Harish Chauhan receiving his award from Jim Higgins



Jonathan Wells receiving his award from Paul Hayes

Workbook completions

Everyone at Polar Ford Stockport has completed his or her workbook. Congratulations team!

Well done to the Epsom @first team who have all been presented with their certificates by Jon Harte, Parts Director.



Competition Winners

The answers from the previous **Moments of Truth** competition:

1. How many key behaviours are in the Ford Retail Customer Experience Statement? A) 6
2. Which of the following are examples of the key behaviour 'make it personal' A) Using your customer's name, getting to know your customer, adjusting your style to suit him or her
3. What is Ford Motor Company's advertising strap line? B) Feel the difference

The lucky winners drawn at random from all the correct entries were:

- Jeff Tyson
Lindsay Cars, Bangor
- Lisa Cocksedge
Ford Retail Head Office
- Gerardine Rainer
Lindsay Cars, Knockmore

Thanks for reading
and remember.....
You make the moment

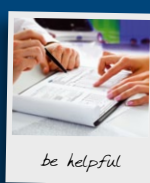
John Leatham
John Leatham



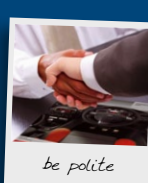
be efficient



keep your promise



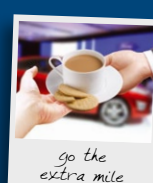
be helpful



be polite



make it personal



go the extra mile