



LOOKING DOWN THE ROAD

# LDR

A Publication Dedicated to Honda Dealers from the Parts and Service Division



## HOW DO YOU HONDA?

*Dublin Honda's Seiryta Khem sets an example for great customer service*

## SUPPORTING SAFE BODY REPAIR

*New newsletter helps inform and educate dealers and body shops*

## SERVICE CONNECT

*Online system offers seamless service scheduling and more*

A MESSAGE FROM OUR SENIOR VICE PRESIDENT

This edition of *Looking Down the Road* includes several articles that share activities we're doing to support your fixed operations business. One article of particular interest to me is about our new body repair bulletins.

Our new vehicles are undergoing structural changes to help us meet new safety and fuel efficiency thresholds. These changes require significant revisions to the body repair procedures, and we're working to ensure that Honda vehicles can be repaired to maintain a level of safety performance that customers expect from their Honda product. We're taking our efforts to a new level: We are developing a unique Honda web-based training program for body repair, which we plan to make available later this year. Then, in early 2015, we will open a technical support hotline for body repair-related issues. Look for significant enhancements from American Honda over the next several years to better support the safe body repair of our vehicles.

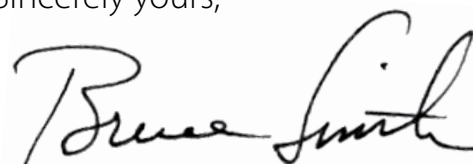
Safe repair is also what's behind our effort to help facilitate the enactment of legislation prohibiting the installation of any airbag not designed in accordance with federal standards. It is now a criminal offense in four states to knowingly install in a vehicle a device that causes the vehicle's diagnostic system to falsely indicate that the vehicle is equipped with a functional airbag. It is also a criminal offense to knowingly install an airbag that is not functional. We have been made aware of instances of improperly performing airbags that turned out to be counterfeits. Remember, the only seller from whom you can purchase a genuine Honda airbag and be 100% sure of its performance is American Honda. This year we expect similar legislation to be enacted in more states.

In this issue we also have an article about Technician awards. We're working on enhancements; later this year, we expect to implement a Top Tech and Top Advisor program that will culminate with a national competition combined with a tour of one of our factories. Look for more details on this program sometime after April 1.

Finally, please see the article about recommendations for us from your Honda Dealer Advisory Board. In our discussions with board members, we realize there are more questions that do not make the final edit of Dealer Direct. At the Board's request, we are featuring those questions in this issue. So, if one of your questions did not make it into Dealer Direct, there's a good chance we've included it here.

American Honda is working diligently to bring you the best programs and offer you the best fixed operations support in the industry. Thank you for your support, and please keep letting us know what we need to do to further improve your business.

Sincerely yours,



**Bruce Smith**  
*Senior Vice President*  
*Parts, Service and Technical Division*



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## Looking at NDAB

### *American Honda's Response to the Recommendations of the Parts and Service Subcommittee*

The National Dealer Advisory Board Winter Meeting was held on January 9, 2014 in San Diego, California. Listed below are selected dealer recommendation and American Honda's responses that we wanted to share with everyone in this issue of *Looking Down the Road*.

### Honda Service

Recommendation: The PDI process – battery test at time of delivery is almost impossible in volume stores. Need another option like re-PDI schedules. In addition, AHM does not cover batteries for the first 90 days. (Request within 30 days.)

Response: The current AHM policies for battery maintenance and warranty coverage are efforts to ensure delivery of a "problem free" battery for customers, especially during the initial ownership timeframe. AHM understands the dealer concerns with the battery testing policy and claim submission criteria and is studying possible options that will meet the needs of both entities.

The dealer body can expect to see the outcome of this study later this year.

Recommendation: Warranty times are starting to be unrealistic. Please review model year 2013/2014 warranty times, lower now than previous model years. If a vehicle goes into a stall, make the time at minimum 0.3hr.

Response: We have finalized a review of minimum warranty times for S/B and Recall repairs and established new internal guidelines. Typically, the dealer body can expect a minimum 0.3hr for repairs requiring the use of a stall. However, Engineering will continue to conduct actual repair time studies and adjust minimum times as required.

Recommendation: Get talking points to Service Advisors when recalls/updates are announced. They should be delivered at the same time as ACS receives them (e.g., FAQs).

Response: We currently send out an FAQ for each campaign that we announce. It is sent at the same time as the press announcement via iN message.

Our best practice recommendation is that each dealer review their "Service Personnel" distribution list and update it to include any staff they want to receive the iN message directly.

Also, in the near future, we will be posting this on the iN landing page as we launch each campaign.

Recommendation: Dealers recommend Honda provide self-approval for rentals/loaners when warranty work is being performed, if the repair work is under warranty, and if it will take longer than 4 hours' labor time for the work to be completed. Customers should be able to have alternate transportation at no cost.

Response: As outlined in the Service Operations Manual, car rentals are considered an incidental expense and not normally covered under warranty. Car rentals are authorized by either the DPSM or the ACS group. The Honda Courtesy Car Program is available for the dealers and it is intended to improve customer loyalty toward Honda dealers. Its primary purpose is to make alternate transportation available

to Honda customers while their cars are being repaired. Under the HCCP program the dealer has self-approval authority for alternate transportation subject to published guidelines. Rates in excess of \$32.00 per day or courtesy car expense for claims requiring less than 4.0 hours' labor require the prior approval of your Honda DPSM.

Recommendation: Dealers request that Honda revise the Service Retention criteria for President's Award, which currently punishes dealers unfairly if they miss the assigned benchmark by as little as 0.1%. The criteria need to have some flexibility for dealers who may not be at benchmark but are improving their scores.

Response: American Honda believes the current criteria are appropriate and fair.

Recommendation: Dealers would like the ability to target Honda Customer Appreciation Day mailers to the customers in our database that are most likely to need service.

Response: This is a great idea and something that can definitely be accomplished. Currently, the customer selection process provides many different criteria or filters to target a group of customers, such as those who are most likely to need service. For HCAD, we can definitely recommend or pre-set the customer

selection to invite New customers with a Sales Date of 6 months or more and Active customers with a Last Service Date of 6 months or more.

Recommendation: Dealers recommend that Honda give marketing credits for mailers sent to New and Active clients as it does with lapsed and inactive clients.

Response: Honda Service Marketing is currently evaluating the return on the co-op funds provided in the Seasonal marketing campaign for Lapsed and Inactive customers. Depending on the ROI, we may consider including New and Active mailings as well.

Recommendation: Thank you, Honda, for all of the recognition you have given to our employees. In addition, Dealers ask to please re-implement the top tech, top advisor, district, zone, and national competitions.

Dealers ask that Top Tech Contests and Top Advisor contests be done again in person and include a plant visit recognition program. Dealers feel that these plant tours are very valuable for our associates.

Response: We are developing an in-person technician and advisor competition and recognition program. Currently, we distribute 7,383 Technician awards, 1,877 Service Advisor awards, 1,170 Parts Counterperson awards and 5,418 Tenure awards per year.

Recommendation: Re-launch in-dealer technical training. The expense and loss of production is difficult to recover when technicians are out of the store for a full week. Also, offer a technician test-out procedure for A- and B-level techs coming from other manufacturers.

Response: Both training center and dealer training have been significantly increased by our development of online, self-study. In addition, we are planning a pilot of a new webinar-type training in the near future.

## Honda Parts

Recommendation: Honda iN is outdated and cumbersome, requiring opening and exiting multiple screens and manually entering data from previous inquiries. The dealer should be able to drill down for the information needed: e.g., to submit an OAR requires doing an inquiry by part, then needing to reenter the information in the OAR screen. It would be much less time-consuming to be able to click on the shipper information and submit the OAR directly from the inquiry by part screen.

Response: iN has grown exponentially since first introduced more than 10 years ago. During this time, we have focused much of our development efforts to meeting your growing business needs. During this next year, and into the new mid-term, we will be

embarking on an initiative to revitalize iN so that we can improve your user experience. Enhancements such as the OAR recommendations will be evaluated and integrated into iN. Dealership feedback will be incorporated throughout this process.

*During this next year, and into the new mid-term, we will be embarking on an initiative to revitalize iN so that we can improve your user experience.*

Recommendation: Dealers request that the Honda Tire website be integrated with the dealer DMS so that advisors can more easily check tire inventory when making a quote. The tire website should also have a link located on iN so there is no need for the advisor to log into the tire website while already in the Interactive Network.

Response: The Honda Tire Program website was enhanced this year, and allows the dealership Program Administrator to choose which tires DO and DO NOT appear with the flag "Dealer Selected Stocking Item". This tool can reduce the occurrence of Service Advisors attempting to sell a tire that the

dealership has elected not to stock. We agree to investigate displaying on the tire website a daily static reference inventory per tire, one that is a calculation of dealer purchases minus dealer sales. This will, of course, require the submission of accurate dealer sales information.

We agree to investigate allowing a linked access to the tire website for dealership associates who have already logged into iN. We understand that many dealers will not prefer this due to access security concerns, therefore we will make it an option.

Recommendation: Dealers request that AHM notify dealers of all parts and accessory price changes by iN Alert BEFORE the price change takes effect (like tire price changes). Price adjustments that currently take effect in the middle of the month are done without dealer notification and create conflict between quoted price and actual price.

Response: In 2008 changes were made to simplify the system to be more user friendly. Since that time, we utilize market changes to pricing to always deliver the most competitive pricing for your business. We will continue to search for system-supported opportunities to meet your needs. With regards to tires, we recommend using the online pricing (Tire Rack) that reflects the most recent pricing versus the tape pricing that is only updated monthly.

Recommendation: Dealers recommend that Honda revise the procedure for out-of-warranty radio repair. Customers are driving around for two weeks without a radio because it has been sent out for repairs.

Response: AHM has implemented a Customer Pay program to provide remanufactured audio parts. There are over 600 parts newly added to assist dealers in providing a quick repair. These Customer Pay audio parts can be ordered through the call center and be delivered to the dealership via DSO. Providing these parts allow the dealer to order the audio unit and repair the vehicle in a minimal amount of time. Dealers can call the Call Center to check availability at **888-997-7278, option 1.**

Recommendation: Dealers request that Honda go back to New Model Accessory Kits for showroom vehicles that stay on the car on the showroom for a given amount of time and are given a discount – similar to what was in place in the past (do away with preorders with no discount).

Response: The benefit to dealers participating in the pre-orders is that they will receive their inventory as a priority prior to vehicle launch and, therefore, they are ready to sell accessorized vehicles on the first day. Dealers that do not participate in the pre-order may not be able to purchase accessories for the vehicle until after vehicle launch.

Most accessories accrue SRA and are also returnable. Given that the pre-order is shipped at the beginning of the vehicle life cycle, there are ample opportunities for the dealers to sell the accessories purchased on the pre-order.

Recommendation: Allow for more flexibility on controlled parts (ie., longer than 28 days) that can be addressed for all parts at the same time. An air bag/controlled parts return or recycle process to help remove these items from the dealership.

Response: This recommendation touches upon two very distinct issues. Allow us to separate our response accordingly.

AmericanHonda believes the 28-day order adjustment process to be adequate for the majority of returns. We also understand there are valid exceptions, particularly in the case of controlled parts. For those exceptional situations dealers should contact their Zone Parts and Service representatives. Dealers with large quantities of parts that have exceeded the 28-day window may want to review the publication entitled Dealer Best Practices for Handling Controlled Parts. This can be found in the Parts System Guide under "OAR Code J, Controlled Parts." Undeployed SRS components that do not meet OAR return guidelines or that have been removed from Honda vehicles are considered hazardous materials and thus are

regulated by the U.S. Department of Transportation. Penalties for non-compliance with those regulations are significant. To assist dealers in the establishment of sound procedures for handling and disposing of hazardous materials, American Honda recently published Parts Information Bulletin A13-0022, *Disposal Guidelines for Undeployed Airbags and Other SRS Devices*. We encourage all dealers to ensure that their internal processes comply with all applicable laws and regulations.



Scott DeMasso, Chairman,  
Parts and Service Subcommittee of the National Dealer Advisory Board



# Building Your Business by **BUILDING LOYALTY**

by Matt Bown

**THIS TRAINING  
SERIES WILL  
HELP YOU MAKE  
STRIDES IN  
YOUR PARTS  
AND SERVICE  
GOALS.**

It has been said that if you're not moving forward, you're actually moving backward. That is certainly true, especially in the automotive parts and service business. We know just how fiercely competitive things are and have created the *Building Lifetime Customer Loyalty 101-201-301-401* training program to help you improve operational performance and financial results.

It goes without saying that training provides substantial benefits in nearly every aspect of your parts and service business. Your feedback on the loyalty training has also been tremendously positive and points toward the successes you've achieved from your learning. But you don't have to take our word for it!

*(Continued)*

***"There is no saturation point in education."***

**IBM Founder Thomas J. Watson, Sr.**



For example, since the loyalty workshop series launched, service advisors who completed 101 scored higher than those who had not.

- **2.1 points higher on CSE Q4d**  
(knowledge and expertise)
- **3.1 points higher on CSE Q9d**  
(explanation of service)
- **4.4 points higher on CSE Q17**  
(follow-up after service or repair)

After the same group of advisors completed the 201 course, they experienced additional performance gains on top of the first round of increases!

- **0.47 point additional increase on Q4d**
- **0.76 point additional increase on Q9d**
- **0.77 point additional increase on Q17**

We didn't just stop at CSE. We also looked at financial transactional performance for customer pay labor dollars per RO, customer pay parts dollars per RO, and Fixed Overhead Coverage percentage. Again, dealers who completed the 101 and 201 courses were doing remarkably better than those who were untrained.

- **+ \$26.82 for Customer Pay Labor \$ per RO**
- **+ \$18.01 for Customer Pay Parts \$ per RO**
- **+ 10.8% Fixed Overhead Coverage (FOC)**

With exciting results like these, it only makes sense this year to take time for training and make a small investment in yourself to sharpen your skills, freshen your perspective, and make progress toward growing your business!

## LOYALTY TRAINING SERIES (4 COURSES)

### **Building Lifetime Customer Loyalty 101: Establishing the Relationship – Parts & Service**

Personal relationships take time, attention, and care. Earning trust and loyalty starts with a great first impression and continues with strong people skills. You'll focus on interpersonal behavior to build long-term customer loyalty. Become immersed in the DiSC® Behavioral Workplace Profile, which is the starting point for understanding personality dynamics. You get one chance to make a first impression, so start things off right!

### **Building Lifetime Customer Loyalty 201: Branding the Relationship – Parts & Service**

This workshop takes a deep dive into the hallmarks of the Honda brand promise and how you build brand value. Learn the difference between Honda Genuine, aftermarket, and gray market parts and see how to educate customers on the features, advantages, and benefits (FAB) of Honda Genuine. Uncover emotional- vs. necessity-based buying motivations to help inform and sharpen your selling skills.

### **Building Lifetime Customer Loyalty 301: Growing the Relationship – Service**

Hit the ground running in this Service Advisor boot camp with a heavy-duty, hands-on approach to selling service. Intense selling practice drills and real-world best practice "how-tos" guide you toward increasing long-term customer loyalty. Maximize your sales performance as you move from being an "order taker" to becoming a true "Advisor."

*(Continued)*



*“The value of Honda training is that it keeps you grounded in the fundamentals and keeps you on top of current and future developments.”*

Stephen Tower  
Service Director  
Honda of Burleson  
Burleson, TX

*“Sometimes as managers, we tend to get tunnel vision on reaching goals. Honda workshops provide excellent reminders and new thoughts that help us refocus on our front-line people – the ones actually achieving the goals. This refocusing that the workshops provide can pay huge dividends when we implement the strategies learned.”*

Tobin Tirrell - Service Manager  
Bosak Honda - Michigan City, IN



## LOYALTY TRAINING SERIES (4 COURSES)

*(Continued)*

### **Building Lifetime Customer Loyalty 301: Growing the Relationship – Parts**

In this Parts-only “training camp,” you will break down your day-to-day “game” to refine, improve, and add to your skillset, whether it’s retail, wholesale, or internal operations. Ultimately, you’ll leave with an understanding of how to enhance department efficiency, communication, and customer retention.

### **Building Lifetime Customer Loyalty 401: Cementing the Relationship – Service\***

Great individual rapport and trust are essential to growing your customer base. In this capstone course, you’ll interpret and apply DiSC® styles to sell, manage expectations, develop relationships, and turn satisfied customers into loyal brand ambassadors. By combining knowledge, skills, tools, and resources from the first three courses, you’ll prove your expertise in a challenging and fun certification exercise!

*\*Coming Spring 2014*



## Congratulations, Mark Hunter

*ASE Master Automobile Technician of the Year*

by Alex Wu

Congratulations to Mark Hunter, the 2013 Honda/ASE Master Automobile Technician of the Year! Mark is a Master Technician at Honda Professionals dealer J.L. Freed Honda of Montgomeryville, Pennsylvania. He was honored at the fall board meeting of the National Institute for Automotive Service Excellence (ASE) in November in Newport Beach, California.

*Pictured below (L to R): Tim Zilke - ASE President, John Prosser - Technical Training Operations Senior Manager, Mark Hunter, Winston Morgan - Industry Education Assistant Manager, Karina Gonzalez - Industry Education Support Specialist, Rob Barto - ASE Chairman.*



# Honda Unites With Other Automakers to Help Consumers

by Gary Ledoux

Statistically, the average person will get into an auto accident every seven years. When that happens, dealing with all the intricacies and nuances of collision repair can be very trying and confusing. Decisions made during collision repair can affect the vehicle and the owner for years afterward.

This is why, about a year ago, American Honda launched [collision.honda.com](http://collision.honda.com) and [airbagaware.honda.com](http://airbagaware.honda.com) – providing much needed, consumer-oriented collision repair information. From its inception, it has drawn praise from the collision industry and, to the best of our knowledge, is the only website of its type – but not for long.

In 1998, representatives from 11 automakers met while attending the NACE Show (International Autobody Congress and Exposition) to discuss matters of mutual concern about the collision repair industry. From this seminal meeting was formed the OE Collision Repair Roundtable.

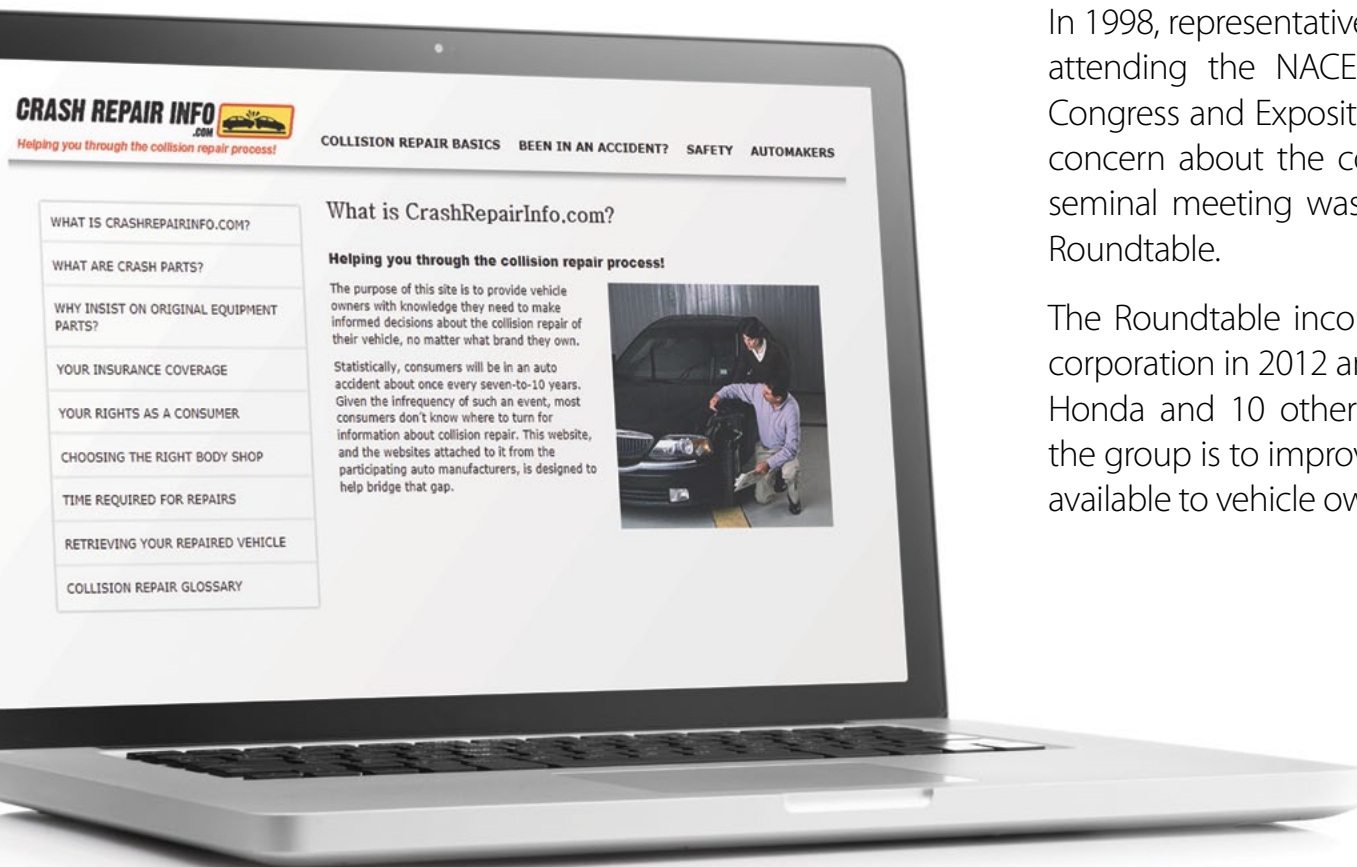
The Roundtable incorporated as a 501(c)(6) nonprofit corporation in 2012 and presently represents American Honda and 10 other prominent OEs. The mission of the group is to improve the collision repair information available to vehicle owners.

One of the guiding principles is that the interests of all parties involved in the collision repair process are best protected when the vehicle owners are allowed to make informed decisions regarding collision repair to their vehicles. To that end, the OE Collision Repair Roundtable is launching a consumer website, [crashrepairinfo.com](http://crashrepairinfo.com).

The site features articles on consumer rights, insurance coverage, choosing the right body shop, and pre-delivery vehicle inspection, just to name a few. There are also several videos, links to all OE position statements, and much more. Most importantly, the site includes an explanation of why vehicle owners should insist on OE parts, a message shared universally by all vehicle makers.

By the time you receive this issue of *Looking Down the Road*, the Roundtable site should be live. Please take a few moments to visit, and let your wholesale body shop customers know about it. This Roundtable site ([crashrepairinfo.com](http://crashrepairinfo.com)) and the American Honda sites ([collision.honda.com](http://collision.honda.com) and [airbagaware.honda.com](http://airbagaware.honda.com)) provide excellent resources for shops to help consumers understand the complexities of collision repair.

Future plans for the Roundtable call for a comprehensive ad campaign to reach consumers through various media.



## And the Hits Just Keep On Comin'!

by Gary Ledoux

By now, every parts manager is aware of American Honda's ProFirst body shop recognition program and the benefits received by recognized body shops, including free access to the Honda parts catalog and service and repair information, plus the handsome plaque they receive to show customers they are a cut above the rest.

And almost every parts manager knows that recognized shops receive a spot on American Honda's shop locator website. This is the benefit most coveted by shop owners because it has the potential to bring more business to the shop. It's a key factor in a market that continues to shrink.

But what many parts managers probably *don't* know is that web traffic on the Honda collision consumer website, and the accompanying shop locator site, continue to grow at a good pace. Driven by search engine management processes, as well as direct mail and email to millions of Honda owners, the site receives about 10,000 to 12,000 hits per month. The largest portion of all visitors hit the shop locator section.

Unfortunately, there is no way of knowing how many of these "hits" developed into a consumer visiting that particular body shop, receiving an estimate, and then having the work done at the shop. What we can say, anecdotally, is that shops we contacted mentioned getting several customers per month from the site – customers they feel they otherwise would not have had. One shop owner noted that they always ask customers how they heard of the shop. If the customer says he or she saw the shop on the Honda shop locator site, the estimator is pretty certain that they can turn the estimate into an actual job because Honda owners feel that if the shop is featured on a corporate website, they must know what they are doing.

Do you know a shop that should be a ProFirst shop? Let them know that the website hits – hits that could generate work for them and parts sales for you – just keep on comin'!



# Honda Launches *Body Repair News*

by Gary Ledoux

Today's collision technicians are hungry for information – information that will help them make complete and safe repairs on today's cars. That's because today's cars, Honda included, are not designed and built the way they were just a few years ago. New collision avoidance and mitigation technologies and new substrate materials, including advanced high-strength steels, require new repair tools and methods. Complete and safe repairs are crucial because a vehicle that is correctly repaired is expected to react the way it was originally designed in any subsequent collision. This could reduce injuries, or possibly even save lives.

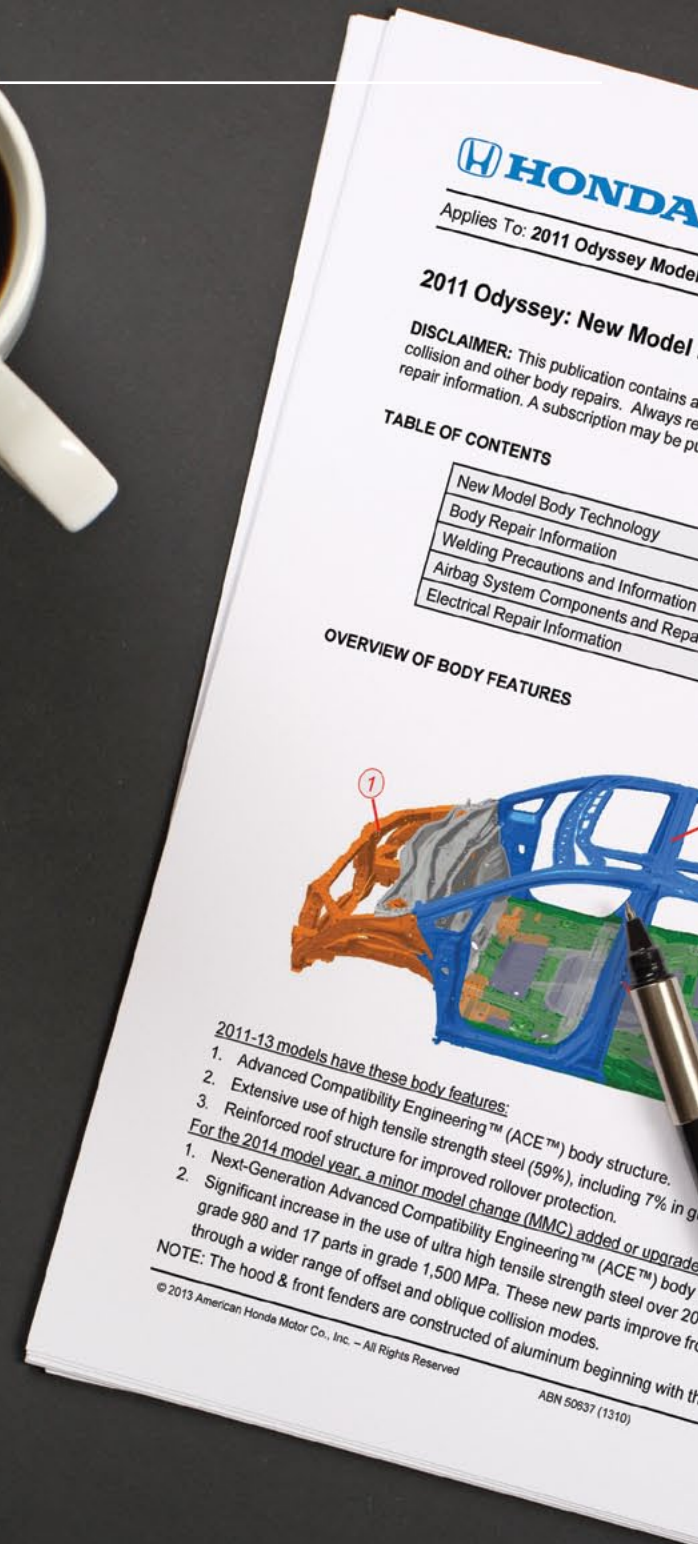
To help disseminate the proper repair information in a timely manner to those who need it, American Honda recently launched the *Body Repair News* bulletin. Editions are currently being produced for each vehicle model that is built with advanced high-strength steel. An edition of *Body Repair News* will also be issued for every future new model or any minor model change where significant body design changes are made.

The newsletter is not intended to replace the detailed information found in the body repair and service manuals. Rather, it simply helps collision repair industry personnel understand the key repair considerations for each model and why using the factory service information is so important to making complete and safe repairs.

So far, *Body Repair News* has been issued for the **2013 Accord**, **2014 Accord Plug-In** and **Accord Hybrid**, and **2011–14 Odyssey**. The issues have received rave reviews from everyone in the industry. One of the unique highlights of *Body Repair News* – and the part that repairers like the most – is the color-keyed drawings showing those parts of the vehicle that are high-strength steel, requiring special handling and repair techniques.

Shops can access *Body Repair News* through the free area of ServiceExpress ([techinfo.honda.com](http://techinfo.honda.com)). Dealers can access them on ISIS.

Although the bulletin has had wide distribution within the industry and has been featured in many trade magazines, there's always a chance someone hasn't gotten the word. That's why printing a few as leave-behinds when calling on body shops is always a good idea. It is information they'll want and need, and something that will help satisfy their hunger.



## National Advertising Promotes Radiators and A/C Condensers

by Gary Ledoux

It should come as no surprise to anyone working in the collision parts business that a very small selection of parts generates a very large amount of sales. Front bumper covers lead the way as the No. 1 selling collision repair item. But did you know that, according to Mitchell International, one of the country's leading estimating system providers, A/C condensers rank ninth and radiators 12th on a national scale? A few months ago, American Honda made it easier to sell A/C condensers and radiators when new, highly competitive pricing was introduced on select, highly popular part numbers. Specifically, this includes 2012-14 Civic and CR-V and 2013-14 Accord.

By the time you read this, American Honda will have introduced national advertising, appearing in several collision trade magazines, to further promote these products and help you build sales. Be ready when shops call, and be sure to ask for the sale.



## Accessory App Well Appreciated in Seattle

by John Fowler

Having the Honda Accessory App in your sales tool arsenal is a great way to increase exposure. Ask the staff at Honda of Seattle.

Accessed via iPads mounted on custom wheel stands, the Accessory App can act as a silent sales consultant or as a tool for its human counterpart to introduce and display the features and benefits of Honda Genuine Accessories.

John Swanstrom, Parts Manager at Honda of Seattle, says the introduction of the app – which features an

overview of available accessories and includes short videos that explain the Honda Design Philosophy – has increased interest and knowledge of Honda Genuine Accessories for both the customer and the sales consultant.

The ability to add sell sheets to the app has made the whole sales process seamless and easy. Presenting the app in this way can also serve as a means to begin the accessory conversation with the customer – think of it as an electronic ice-breaker.

For Honda of Seattle, using the Accessory Information Center with the iPad adapter is a great way to keep all of its customers engaged in accessories, including those not quite old enough to buy a car – or drive, for that matter: The dealership installed a couple of age-appropriate games to keep the kids busy while their parents are shopping.

Thanks to John Swanstrom and Honda of Seattle for really setting the high mark by implementing the Honda Accessory App in its sales efforts!







## Track Proven, Street Reliable HPD Performance

by Todd Knepp

Did you know that, as a Honda dealer, you have the exclusive opportunity to sell HPD CR-Z Performance Accessories? The following items are available to your dealership:

- HPD Sport Exhaust / Diffuser Kit
- HPD Sports Suspension Kit
- HPD Front Brake Kit
- HPD 18 Inch Alloy Wheel
- Lip Spoiler
- Deck Lid Spoiler
- HPD Emblem / Decal Kit
- HPD Supercharger (*Available Spring 2014*)

You should have received a launch kit in November that included posters, two promotional videos, and information cards. Please use these materials to bring awareness to your customers about the HPD CR-Z. Accessorizing a CR-Z in your showroom is also a great idea. If you need additional promotional tools, please contact your DPSM.

Make sure your customers know: There's a new CR-Z in town with performance accessories. Order yours today!



## Get Your Party Started

by Lynda Sakamaki-Shepard

It's always nice to be invited to an event – even if you can't make it. Honda owners feel the same way, so even if your customers have come in for service and have converted from being a "New" customer to an "Active" customer, they may benefit from attending a Honda Owner Workshop, or HOW. (Not to mention, it may make them feel special!)

"A lot of customers get busy with their lives and find that they've missed the opportunity to attend a Honda Owner Workshop," said Stefanie Senkiw, DPSM for Zone 5D, "yet they still manage to squeeze in their first service, but could still find the information at a HOW event very helpful!"

Honda's Service Marketing department has enhanced the HOW program to allow dealers the ability to invite Active customers, which not only makes good business sense, but also gives the customer flexibility to learn more about their vehicle and their dealer according to their schedule.

"We invited only New customers to our most recent event," said Richard Leon, Service Director at Yonkers Honda in Yonkers, New York, "however, we're already planning on inviting Active customers to our next event in March or April!"

With the introduction of advanced technologies on each new model, customers find that having a forum in which to ask questions helps their understanding of their vehicle.

Hosting such a forum also helps a dealership's operations.

"By far the most common question our customers have is regarding pairing their phone," said Leon. "At our HOW events, we give them a presentation and introduce our staff, then break out into groups according to vehicle, and that's where a tech or a service writer can actually show the customer how to pair their phone."

Tours through the service drive, service shop, parts department, and even customer lounge are common practices for HOW events.

"Our current facility is notches above our last store," said Leon. "We're proud to give tours and point out some of our new features like wi-fi and the big-screen TV in the customer waiting area."

The HOW kit, combined with the online event management site, will give the dealer all the tools necessary to plan and execute a successful workshop. Raffle tickets and giveaways such as an emergency car kit, Honda drink tumblers, and notepads with pens are also included in the kit as well.

"Everyone walks away with something," said Leon. "In addition to our big raffle giveaways, we make sure everyone receives a little bag with a T-shirt and water bottle as a parting gift."

Making customers feel welcome while providing them with pertinent information is the primary goal of HOW events. In addition, 73% of NEW customers who attend a HOW event convert to active vs. 58% of customers who do not.

"The Honda Owner Workshops are just one part of our objective to show our customers they're important," said Bob Feinberg, Vice President of Yonkers Honda. "I sell cars knowing that we'll be here to service them properly in the future."



## Connect With Customers Through Honda Service Connect

by Lynda Sakamaki-Shepard

These days, as you walk down the street or stand in line at Starbucks, it seems everyone has their phones out and is feverishly tapping away on their screens. There's no such thing as down time, and some of those customers may be multitasking by scheduling their next automotive service – while they wait for some other service.

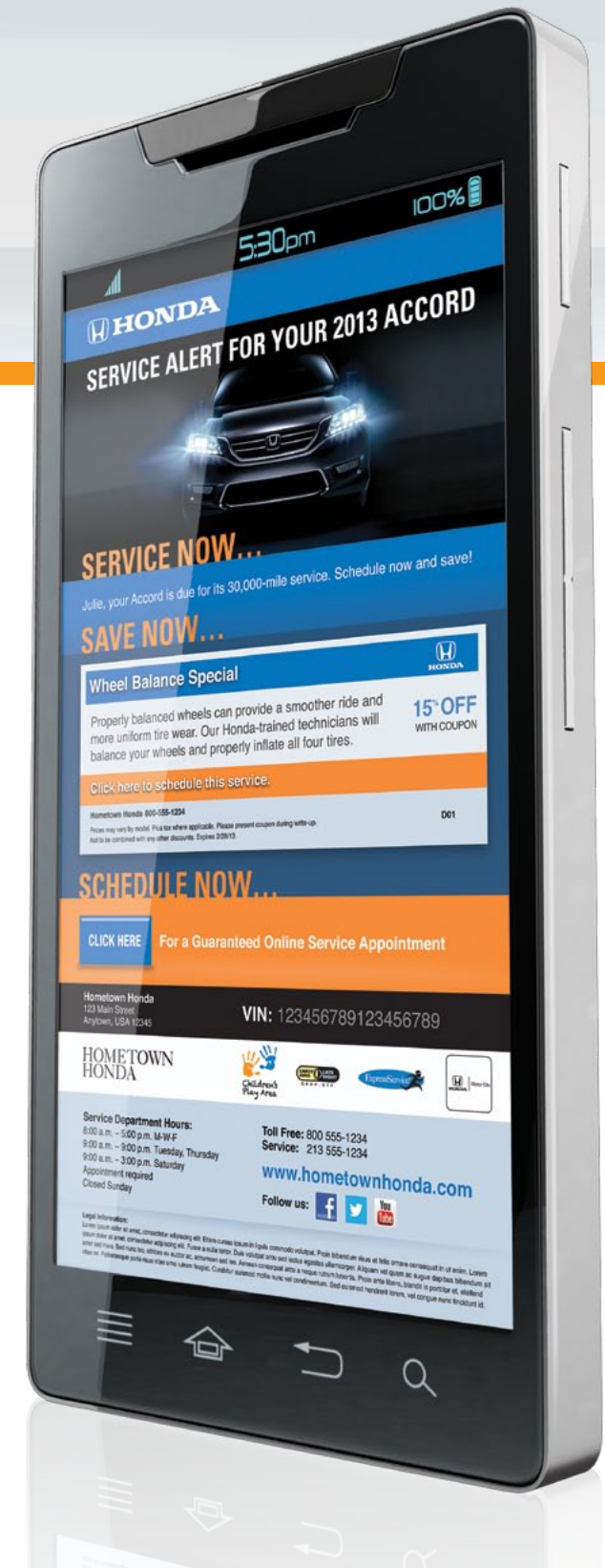
“Honda’s Service Connect is more than an online service scheduling system,” said Meliza Humphrey, manager of Honda’s Service Marketing department. “It’s a scheduling system that interfaces with the dealership’s DMS and can be accessed 24 hours a day, 7 days a week.”

With more than half of American consumers now utilizing more than one content platform like a computer, smartphone, or tablet, allowing our customers multiple means of scheduling an appointment is imperative.

“We’re early adopters here,” said Richard Lanzone, service manager at Dublin Honda in Dublin, California. “We’re finding a lot of customers are converting to smartphones for both scheduling service as well as redeeming digital coupons.”

Honda Service Connect also seamlessly incorporates appointments made through the dealer’s website, service department, call center, or BDC. Customers receiving an e-mail Service Reminder communication from Honda also will be able to schedule an appointment directly from the e-mail, automatically passing the coupon information in the process. No matter the channel used to book the appointment, customers will be able to view and change their details online at any time.

*(Continued)*





## Congratulations to our dealers who achieved elite status in 2013!

"I'd say customers in their early 40s and younger are the ones who embrace the advanced technology," said Lanzone, "and as the newer Honda models start offering the ability to schedule service right from the car's in-dash screen, more dealers will need to adopt tools that cater to this crowd."

Honda Service Connect also offers a shop management tool, which is fully customizable by the dealer to maximize capacity and reduce customer wait times, ensuring that the right appointment is scheduled at the right time.

"The biggest benefit we've seen is in dispersing the workflow throughout the day," said Ben Taylor, service manager at Honda of Grand Blanc, in Grand Blanc, Michigan. "Previously, we used a manual process, but now everything is online and it's very cutting edge."

When customers schedule an appointment online, regardless of the device, they are prompted to enter their mileage and a menu of recommended services, as well as the option to select items in the repair category become available. While selecting services, they are notified of any open recalls and/or product updates, and these can be added to the appointment at the time of scheduling.

"The system also does a good job with scheduling recalls and maintenance items," said Taylor. "It's pretty comprehensive and allows customers to add services, which stimulates additional sales."

ZONE	DEALER	DATE	ZONE	DEALER	DATE
4	Art Moehn Honda	09/01/13	3	Honda Of Spring	04/01/13
7	AutoNation Honda - Bel Air Mall	09/01/13	4	Honda West	05/01/13
7	AutoNation Honda - Covington Pike	06/01/13	3	Howdy Honda	05/01/13
7	AutoNation Honda - Thornton Rd	06/01/13	5	J. L. Freed Honda	08/01/13
7	AutoNation Honda - W. Knoxville	04/01/13	8	Jack Ellena Honda	10/01/13
1	Ball Honda	11/01/13	4	Jeff Wyler Honda Of Frankfort	05/01/13
5	Baron Honda	11/01/13	4	Jim Riehl's Friendly Honda	06/01/13
4	Basney Honda	06/01/13	10	Ken Garff Honda Riverdale	06/01/13
9	Bernardi Honda of Brockton	07/01/13	7	Langdale Honda Of Valdosta	05/01/13
4	Betten Honda	06/01/13	8	Lee's Summit Honda	06/01/13
8	Bill Kay Honda	04/01/13	8	Legends Honda	04/01/13
2	Capitol City Honda	10/01/13	5	Martin Honda	05/01/13
7	Crest Honda	05/01/13	9	Morehead Honda	08/01/13
5	Delaney Honda	10/01/13	5	Paul Miller Honda Of West Caldwell	07/01/13
5	Fayette Honda	09/01/13	5	Phillipsburg-Easton Honda	04/01/13
10	Findlay Honda Henderson	05/01/13	3	Red River Honda	05/01/13
4	Fischer Honda	11/01/13	4	Richmond Honda	07/01/13
5	Garden State Honda	11/01/13	8	Rosen Honda	06/01/13
4	Germain Honda of Ann Arbor	06/01/13	2	Sims Honda	05/01/13
3	Gillman Honda	05/01/13	4	Suburban Honda	11/01/13
6	Hagerstown Honda	05/01/13	7	Sunny King Honda	11/01/13
7	Heritage Honda	05/01/13	7	Tameron Honda	10/01/13
7	Honda Carland North	04/01/13	4	Thayer Honda	07/01/13
7	Honda Of Conyers	11/01/13	2	Tom Scott Honda	10/01/13
10	Honda Of Fayetteville	05/01/13	5	Washington Honda	09/01/13
10	Honda Of Greeley	09/01/13	9	West Herr Honda	10/01/13
3	Honda Of Lake Jackson	04/01/13	8	Wilde Honda	11/01/13
			7	Willett Honda South	09/01/13



*“A Wonderful One  
Team Honda  
Environment”*

Interaction with loyal customers helps make Seiryta Khem's job at Dublin Honda enjoyable



*How Do You*  
**Honda?**

Beginning with this issue, *Looking Down the Road* will feature parts and service dealer personnel who live their lives with Honda passion 24/7. Our first “How Do You Honda?” profile highlights Seiryta Khem, Service Advisor at Dublin Honda in Northern California.

Seiryta has been with Dublin Honda since April 2010 and in the auto industry for over 13 years. He has worn many different hats and worked his way up from a porter to lube tech before moving to his current role as a Service Advisor. In between, he had the opportunity to sell Honda vehicles as a salesman for about a year.

## Why do you work at Honda?

We all already know that Honda is a premium brand with high quality, reliability, and style. With that being said, I like to work at Honda because of the wonderful customers. I've worked with a few other different brands, but I found that the Honda owners are very loyal. This in turn makes my job easy and enjoyable.

## What part of your job is the most satisfying?

Just being able to help a customer. And, having the support from Honda to allow me to help provide the best customer service experience possible is a plus. I love a challenge that makes me think out of the box and that I can apply my knowledge and skills to help a customer.

## What are the best things about helping Honda customers?

I would say they're easy going, friendly, personal, easy to work with, and their loyalty is unmatched. Numerous times I have been able to help customers and they mention to me that this is their second, third, and even fourth Honda. They preach Honda to their friends and families. Those customers are the ones who will come back to see me time and time again. I love that Honda customers know me by name, and ask me about my family. I just love that level of engagement.

## What was your most memorable customer service experience?

There's too many to list, but believe it or not, it was something quite simple. I was able to help a couple set up their HandsFreeLink on their brand new CR-V. I was so blown away by their giddy laughter and smiles on their faces as I set up their personalized settings. Nothing beats that wonderful feeling you get when you can help a Honda customer.





**What Honda products do you use in your private life and why?**

I've had a Honda lawn mower, pressure washer, and a 2000 Honda Civic Si. I love the style, the reliability, quality, and performance of our products. Once you enter the Honda family it becomes part of your own culture and self-image.

**What do you think about the support Honda provides service advisors and dealerships?**

Honda support is great. If we run into a pickle, Honda support is always there and willing to help. The guidance that Tech Line provides is irreplaceable and incomparable. The support from our DPSM has been phenomenal. The technical support for Honda iN is also on point. Overall, very satisfied.

**What type of Honda training have you taken and what courses do you plan to take?**

Just pretty much the Online University on Honda iN. I am at about 97% overall. When classes become available I would love to be there. I'm game for any type of training that can help me take care of my customers better, and take my career to the next level.

**Any other comments you would like to make about your work at Honda?**

My co-workers here at Dublin Honda are just like my extended family. Each year we have a Secret Santa gift exchange and we take turns bringing in breakfast or bagels. I know I can rely on the guys to follow up on my repair orders when I'm off. I can turn to them for answers and they know I am always there for them. It's a wonderful One Team Honda environment.

Warranty.  
to  
ns.

**BRAKE CALIPERS**

- All Remanufactured Brake Calipers come with new:
  - boots
  - seals
- All Remanufactured Brake Calipers undergo high and low pressure leak testing to duplicate real-world brake application.
- Caliper housings are glass bead blasted then zinc-plated to OEM specifications.
- 100% of all Remanufactured Brake Calipers undergo final quality assurance testing.

**Backed By Honda  
3 Year / 36K Warranty.  
Remanufactured to  
OE Specifications.**

**ALTERNATORS**

- All Remanufactured Alternators come with new:
  - brushes
  - bearings
- All Remanufactured Alternators are put through 18,000 RPM test to measure endurance.
- All Remanufactured Alternators come ready to install complete with pulley.
- 100% of all Remanufactured Alternators undergo final quality assurance testing.

**Backed By Honda  
3 Year / 36K Warranty.  
Remanufactured to  
OE Specifications.**

- All external seal surfaces, splines and threads are reconditioned.
- Assembly procedures including grease specifications, quantity and application points are precisely controlled to mirror original assembly process.
- 100% of all Remanufactured Drive Shafts undergo quality assurance testing.

**3 Year / 36K Warranty.  
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OE Specifications.**

100% of all Remanufactured  
quality assurance testing.

REMANUFACTURED PARTS



**Let's Get One  
Thing Straight.**

**As Cool As Ever.**



**AC COMPRESSORS**

- All Remanufactured AC Compressors come with new:
  - clutch assembly
  - steel gaskets
  - snap rings
  - O-rings
  - seals
  - shaft keys
- All Remanufactured AC Compressors undergo testing for rotational torque of the compressor to ensure proper assembly.
- All Remanufactured AC Compressors come fully assembled with:
  - clutch assembly
  - compressor body
- 100% of all Remanufactured AC Compressors undergo final quality assurance testing.
- 100% of PAG Oil is replaced.

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HONDA GENUINE REMANUFACTURED PARTS

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OE Specifications.**

**DRIVE SHAFTS**

- All Remanufactured Drive Shafts come ready to install with new:
  - boots
  - bands
  - rings
  - retainers
  - spline nuts
- All external seal surfaces, splines and threads are reconditioned.
- Assembly procedures including grease specifications, quantity and application points are precisely controlled to mirror original assembly process.
- 100% of all Remanufactured Drive Shafts undergo quality assurance testing.

HONDA GENUINE REMANUFACTURED PARTS



**One Good Turn  
Deserves Another.**

**Back On The Job.**



**POWER STEERING PUMPS**

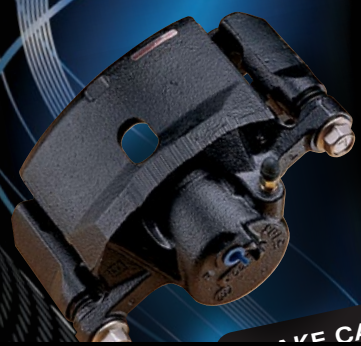
- All Remanufactured Power Steering Pumps come with new:
  - seals
  - joint caps
  - bearings
  - bolts
- All Remanufactured Power Steering Pumps are tested for air leakage and overall performance.
- All Remanufactured Power Steering Pumps come ready to install complete with new pulley.
- 100% of all Remanufactured Power Steering Pumps undergo quality assurance testing.

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Remanufactured to  
OE Specifications.**



HONDA GENUINE REMANUFACTURED PARTS

**Get A Grip.**



**BRAKE CALIPERS**

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HONDA GENUINE REMANUFACTURED PARTS



**As Cool As Ever.**



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HONDA GENUINE REMANUFACTURED PARTS

**Back In Charge.**



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**Let's Get One  
Thing Straight.**



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**One Good  
Deserves A**