



Program Explanation and Benefits



Installer Benefits

Why a Nationwide Repair Warranty Program?

Most automotive repair businesses offer an in-house warranty for the repairs they perform. What happens to your customer when a failure occurs when traveling on business, vacations or personal trips? Do they have to call you? Do they have to pay for the repair and then get their money from you when they return home? Who locates a reputable repair facility for them to assist when a problem arises? How many customers do you lose because of a failed component you just installed? Many just never return to you.

- When you provide a Nationwide Warranty on your work, you show your customers that you truly care about their needs – and they are more likely to trust you with their vehicles.
- The Nationwide Repair Warranty is a proven marketing tool - it drives new customers to you.
- The Nationwide Repair Warranty builds customer loyalty because we minimize their inconvenience if they experience a problem with a repair. Also, your customer suffers no expense in the process!
- What is the cost of a lost customer? What type of repair warranty program do you offer?

Customers are more confident in your abilities when you are willing to offer a nationwide warranty for the repairs you perform. Remember your customers talk to fellow workers, family members and friends. What better advertisement than the recommendations of your satisfied customers. How many NEW customers will enter your doors seeking a professional facility to handle their entire automotive repair needs.

Take care of your customer both at home and away. What better way to instill customer loyalty?

Give your customers an additional reason to choose your facility with the Federated Nationwide Repair Warranty!

What are the benefits for you?

It is a fact that a nationwide warranty on your repairs drives customer retention and loyalty. In today's aggressive marketplace it is difficult and expensive to acquire new customers. Why take the chance that a re-repair and the frustrations that accompany it will drive your customer to your competition. It is frustrating enough when the customer has to return to your shop for a re-repair. Can you imagine what happens when your customer cannot return to you? Here is your customer on a vacation with their family when their car breaks down. They have no idea where to go in a strange town, how to get their vehicle towed and how to pay for the repair. Once they get to the shop they find out that the repair they just had performed has failed. Now What? They call you, angry and frustrated. What means do you have to assist them? Do you send a tow truck after them? Do you know where to send them? Are you prepared to pay for the re-repair?

The Federated Nationwide Warranty Program takes the worry out of re-repairs when your customer is over the stipulated mileage. We have a vast network of associated facilities, which offer warranted repairs. We locate the closest facility for your customer and assist them with getting their vehicle in for an evaluation.



How The Program Works

The Process

When customers are within 25 miles of the original dealer they return to that dealer for warranty repairs. When customers are more than 25 miles from the original location, they call the Federated Auto Parts toll-free number and are referred to a participating location for warranty repair. Certified technicians review all the claim procedures and repair facility information in detail with the consumer – resulting in seamless claim processing and happy customers and repair facilities.

We will not simply “dump” consumers on repair facilities.

Our ASE Certified Master Technicians will refer traveling consumers to Federated Auto Parts affiliate locations first, whenever possible. When an affiliate location is not convenient, the warranty administrator will take care of the customer and send the consumer to a closer repair facility. However, we will avoid your immediate competitors in the referral process. The customer always comes first - building tremendous customer loyalty for your members and their customers.

Our ASE Certified Technicians verify the warranty repairs that are needed with the repairing facility, and authorize the repair. The repair facility then faxes the original invoice and invoice for the subsequent repair into our computerized claim file and we pay them immediately. Our process is efficient, effective and, on our end – paperless!

The program administrator pays the warranty repairing facility their posted labor rate and standard book time for the repair, up to the amount of the original repair. We pay for parts and labor immediately by credit card, or will mail a check. The average time from receipt of paperwork to claim payment is 10 minutes! We do not hold up paperwork or stretch out the time of payment by waiting for paperwork – we take a proactive approach!

The original repair facility does not pay charges back to the warranty repairing facility. The customer has no expense in the process!

The warranty administrator then sends letters to both the consumer (apologizing for any inconvenience and asking for their input) and the original repair facility and store (letting them know one of their customers had a warranty claim). Again, showing your level of concern and building customer loyalty.

The benefits to you and your members

- ✓ Immediate claims payment
- ✓ Builds confidence in you as a provider of unique solutions
- ✓ Increases customer acquisition and loyalty



What Is Covered?

- ✓ Air Conditioning, heating and climate control systems
- ✓ Brake systems
- ✓ Engine cooling systems
- ✓ Electrical system, including starting and charging systems
- ✓ Engine performance, drivability services and repair
- ✓ Exhaust systems
- ✓ Fuel systems
- ✓ Ignition systems
- ✓ Electronic engine management system and on-board computer systems (engine, body, brake and suspension computers)
- ✓ Cruise control systems
- ✓ Steering/suspension system, wheel bearings, CV joints/U-joints, half-shafts and drive shafts
- ✓ Other minor repairs
- ✓ Plus rental car coverage – 2 days up to \$40 per day, \$80 total
- ✓ Plus towing – up to \$75 per occurrence
- ✓ Plus hotel stay coverage – 1 night up to \$80
- ✓ Plus roadside assistance benefits for all repair customers, inside 25 miles or out

(Engines, transmissions, clutches, and differentials are excluded from the warranty coverage.)

Your customers are covered
C O A S T T O C O A S T





Business Management Training

As an additional benefit to Federated Nationwide Warranty participants, you will be provided five AMI Certified business management training courses online at no charge! These courses are currently taught in seminar format for more than \$200 per seat and they are available online at \$69 each. Participating Federated Nationwide Warranty providers receive them free.

ABS1 – From the Front Counter to the Bottom Line – The Art of Service Sales

This class establishes the ground rules for profitable customer communication by teaching the five steps to the sale, a proven formula in every sales industry. We'll spend time discussing how to create an atmosphere conducive to buying - from the appearance of your shop to the subtleties of body language and position. We'll also examine the differences between male and female consumers and what they want.

ABS2 – Zen and the Art of Maintenance Services

Probably the most important change our industry needs to make is converting from crisis sales (repairs) to maintenance. This class is 4 hours of examining manufacturers' maintenance requirements and other profitable maintenance services. How to identify the need, price the service, schedule the service and sell it to your customers.

ABS3 - What Your Customers Want You to Know – Creating Preference Based Service

Using proven customer information gathering techniques, we'll explore the use of customer preference surveys, the psychology behind them, and how they can become your most effective sales tools. We'll teach you the correct questions to ask and how to ask them. Most importantly, you will learn how to sell to actual customer wants and needs, making the sales process simple and painless. You'll also learn how to build an effective customer database that will dramatically increase your scheduled and preventive maintenance sales.



ABS4 – The Ins and Outs of Getting Cars In and Out - Mastering Your Work Flow

We'll examine ways to get the most from your staff by eliminating down time and unproductive practices. The class teaches the methods to effective scheduling through the use of a shop specific appointment system. You'll also learn effective tools for benchmarking and measuring productivity. This is a very important class every shop can use.

ABS5 – Teamwork, Motivation and the Gopher Dance

This class is perhaps the most important one of all. In it, we learn the changes in attitude necessary to create a better work place. We'll take an extensive look at how to build a team through recruiting and hiring and then we'll examine ways to motivate our team members. Lastly, we'll discover ways to virtually eliminate turnover and attendance problems. Extremely important information delivered in a light hearted, honest manner.

Business Management Full Course Normal Pricing – (24 Hours of Training) \$1,295 per person

Our instructors are AMI Certified and ABS classes are **AMI approved** and contribute 48 credits toward the **AAM (Accredited Automotive Manager)** degree! These classes are available online.

