

Village volvo

Countries



**ASSIGN
BUSTER**

1. Describe Village Volvo's service package. The service package consists of five points: supporting facility, facilitating goods, information, explicit services and implicit services. •Supporting facility: The car repair is based in a new Butler building in a suburban location with four work bays, an office, a waiting area and a storage room. Because of the location Village Volvo considers a shuttle service two or three times a day.

The waiting room is equipped with a television set, comfortable chairs, coffee, a soft-drink vending machine, magazines and the local newspaper.

•Facilitating goods: Facilitating goods are on the one hand the parts which are used to replace worn-out parts of the cars and on the other hand goods which are provided in the waiting room like coffee, soft-drinks, magazines and the local newspaper. •Information: The client and the mechanic who will be working on the vehicle discuss the problems the client has noticed and sometimes they may take a short test drive.

Another source of information is the Customer Care Vehicle Dossier (CCVD) which is a continuing file of each vehicle the garage services. The CCVD can help the mechanic to diagnose problems and provides a convenient record if a vehicle is returned for warranty service on an earlier repair. •Explicit services: On the basis of 22 years of training and experience with the local Volvo dealer, they have earned a respected reputation and they offer any repair service on Volvo cars.

For services which are not part of Village Volvo the owners developed a network of other service providers who can satisfy the customers' needs. Care is taken throughout the repair process to keep the car clean, and the

inside is vacuumed as a courtesy before pickup. After the repairs are finished, the vehicle is taken for a short test drive. Another explicit service is the availability. They have set aside specific “ drop in” times (3 to 5 PM Wednesdays and 8 to 10 AM Thursdays) each week when clients may drive in for quick routine services.

Between 7 and 8 AM and 5 and 6 PM the two owner-mechanics do not repair, because they want to be available for customer contact. •Implicit services: Implicit services include good attitude of mechanic, the comforts of the waiting area, and the convenience of the services offered. Mechanics take time to discuss problems with their clients; they even take a short test drive with the finished car and inform the customer about any other steps necessary whilst reparation. Although the customer will be consulted before any work other than the agreed-on job is done.