Subaru Job Aid

The purpose of this guide is to assist our Subaru retailer personnel to understand their role and responsibilities, and to help retailer managers supervise them accordingly. This Job Aid is meant as a guide for retailers and is the result of industry research, consumer and field research and the Subaru customer handling philosophy. The Subaru Star Delivery Specialist is a new and exciting role and this Job Aid introduces how this individual might be integrated into the overall retailer processes so that consumers may enjoy an exceptional Subaru experience.

This is a Job Aid and not a Job Description. As such, your retailer management team should adopt these procedures in accordance with the way your particular Subaru store operates.
The Subaru Love Promise

The Love Promise is an opportunity to set Subaru apart from the rest of the automotive industry at every customer interaction.

The Love Promise is a promise made by Subaru of America, Inc. (SOA) and our retailers to:

- Do right by our communities in which we live and work.
- Continue making a positive impact on the world and our neighbors.

The aim is to show love through action as SOA has demonstrated over the years. With the help and dedication of our retailers, to providing exceptional service and supporting causes important to their customers, we can turn customer transactions into owner relationships.
Keys to Success

Every Subaru retailer employee must be dedicated to work in coordination with other department employees to provide a truly exceptional customer experience. To be truly exceptional, requires a retailer-wide commitment to not only meeting customer expectations; but exceeding them.

The Subaru Star Delivery Specialist Role

Subaru vehicles continue to evolve and become more sophisticated. SOA recognizes the importance to communicate these advancements to our customers and assist them in understanding and fully utilizing the features and benefits of their new vehicle. The Subaru Star Delivery Specialist is a key member of the retailer staff who is the “go to” person to explain technology to customers before, during, and after delivery. The Subaru Star Delivery Specialist is responsible for answering customer questions regarding technology in the showroom and on the service drive. The successful Subaru Star Delivery Specialist will become the resource for customers, prospective customers, and retailer team members and provide a quality Subaru delivery to customers which will result in a superior customer experience, repeat sales, and strong customer loyalty to both Subaru and the retailer.
Subaru Star Delivery Specialist Responsibilities

The primary responsibilities of the Subaru Star Delivery Specialist include assisting consumers and retailer teammates in understanding the Subaru technology available. To accomplish that, the Subaru Star Delivery Specialist duties generally include:

- Assist the Subaru Sales department with customer technology questions and concerns prior to purchase.
- Preparing and inspecting the new Subaru vehicle prior to delivery to ensure the vehicle is ready to deliver to the customer.
- Setting a realistic expectation with the customer of the length of the delivery process and offering the availability of a Love-Encore delivery.
- Assist consumers in personalizing their Subaru vehicle technology settings.
- Perform a detailed delivery to the consumer including a through explanation of the proper operation of the Subaru vehicle features and all documentation and resources available to them.
- Explain and enroll customers in Subaru STARLINK services.
- Schedule the first Service appointment.
- Perform Love-Encore deliveries with customers to address and solve lingering functionality questions subsequent to the purchase to ensure customer satisfaction.
- Update the retailer customer contact points with current Point of Purchase material.
- Utilize and maintain resources at the retailer to assist in technology related questions and provide information support to teammates.
- Assist the Subaru Service department with customer technology questions and concerns on the service drive.
- Deliver an exceptional Subaru experience in all customer interactions.
Subaru Technology

Subaru vehicle technology continues to become more robust and sophisticated. New technology and features are a growing part of the value proposition of the new vehicle purchase. It is important that you obtain and maintain access to Subaru technology information. By doing so, you will maximize your effectiveness in providing answers to questions and deliver a superior customer experience. To that point, SOA recommends that you become an expert of the following items:

- Bluetooth Phone Pairing
- Navigation
- STARLINK Connected Services
- Remote Engine Start
- Satellite Radio
- Cruise Control
- Subaru EyeSight
- Tire Pressure Monitoring System
- Hybrid System
- Voice Commands
- Text Options
- Rear Seat Entertainment
- HomeLink
- Multi-function displays
Subaru Information Resources

Presenting Subaru products in a manner that the customer understands is vital to your role. In order to perform your presentations you will need resources available to you. Knowing where to get the information you need to answer customer questions and how to get it is very important.

The following resources are available to you to assist in your success:

- www.Subaru.com
- www.Subarunet.com
- Subaru Foundations
  - SubeSource
  - Tip of The Month
  - SubeNews
  - SubeTube
  - www.Kbb.com
  - www.edmunds.com
  - www.consumerreports.com
  - www.IIHS.org
  - www.NHTSA.gov

The SOA District Team and the Zone Office can also be a tremendous resource for the Subaru Star Delivery Specialist. The Subaru Zone Retailer Training Manager could be a key contact for the Subaru Star Delivery Specialist for additional questions and challenges when answers are not readily available. The Subaru District Sales manager and the District Parts and Service manager assigned to the retailer are also available at any time for assistance.
Delivering an Exceptional Subaru Experience

Providing an exceptional purchase and ownership experience is the responsibility of every member of the Subaru retailer. It is essential that every customer is treated with the courtesy, honesty, and respect that you would afford a guest in your own home. Strive to provide assistance enthusiastically before, during and after the customer contact. Remind customers of your retailer's commitment to customer satisfaction.

How can you achieve this?

- By providing helpful assistance and service to customers that exceeds their expectations.
- By anticipating customer’s needs and proactively providing answers.
- By respecting the customer’s time and making the most of it with your performance.
- By becoming the retailer “champion” of Subaru technology.
- By listening and striving to understand customer concerns and reacting to them with thoughtful and helpful solutions.
Your Career

You can control your own destiny.

The retailer has invested in you and has a vested interest in your professional success. In addition, the SOA District Sales Manager, Zone Office, and the Subaru Retail Operations Department stands ready to assist you with seminars, online learning modules and other support material to become the best you can be.

Your success will depend upon your commitment to the Subaru Love Promise and your dedication to excellence. Make the most of this opportunity!