



Have you ever been in the position when driving long distances that your brake light fails and the warning light comes on?

What do you do? Carry on driving and get it fixed when you get home or pull in to a garage and ask for help?

This happened to my Audi last week and I decided to “risk it” and call in to a main dealership that I was passing ~ a SEAT dealership in Coventry to be precise.

Seeing someone from the dealership in the car park I asked him if he could check and verify if the brake light was actually out. He confirmed the problem, and suggested I let him take it straight into the workshop to install a new bulb. He had to repeat his offer as I was genuinely shocked [positively]!

Things got even better - he pointed me towards the customer care area, where he suggested I have a free coffee and wait in comfort for the car to be repaired.

My expectation upon arrival was that the garage would either refuse to deal with non SEAT cars or that advance booking would be required –I was wrong on both counts!

Just five minutes later I was handed my keys and told that the car was waiting in the car park ready to go.

I then braced myself for the cost – surely this level of service must come with a significant price tag? The reality was just the cost of the bulb – no labour or service charge.

What fantastic service and a great example of delivering memorable experiences over and above expectations. The person at the dealership managed my two key moments of truth superbly to the point where I telephoned his boss to praise him and will take any/every opportunity to recommend the garage.

If the SEAT Dealership in the Coventry area can deliver this type of customer experience consistently then they will certainly do well – word of mouth marketing alone should guarantee a growing customer base.