

# Being the Ultimate Service Adviser

**FULL-DAY COURSE**  
or **HALF-DAY COURSE**

The NADA Academy instructor will help you learn proven techniques for **improving sales and CSI**, and help you discover key areas of opportunity in the service department.



## LEARNING OBJECTIVES

- Analyze current CSI and retention trends to uncover opportunities for dealership improvement.
- Identify what customers are looking for when coming to a dealership for service.
- Prepare an RO survey to measure performance indicators and determine opportunities in the service department.
- Determine the effect incoming-call handling has on the overall customer experience by evaluating real-world examples.
- Recognize how the service adviser can better serve the customer's needs and increase service department profits.
- Apply best practices for service-drive processes to maximize productivity and customer service.