

Customer Declined to Participate Training

The purpose of this disposition is to keep these customers separate from other satisfied customers that are being marked as SURVEY COMPLETE and provide detailed explanations for the dealership on why each of those customers declined our survey follow up calls.

Customers that decline the survey call without any feedback at all or even ones that declined with **POSITIVE** feedback still need to be brought to the attention of the dealership, similar to a concerned customer. The customers that decline the call are more likely to fill out a bad survey and the dealership relies on your notes so they can follow up with each of them accordingly.

The following situations are NOT to be treated as Customer Declined:

- Customer gives any **NEGATIVE feedback** during or prior to the survey. Use Concerned Conclusion, fill in your notes/explanation, and disposition the call as SURVEY COMPLETE.
- Customer is busy but **there are more attempts left**. Offer a call back, fill in your notes/explanation, and disposition the call as UNABLE TO REACH – No Voicemail (UTR) so the remaining attempts stay open.

The following situations ARE to be treated as Customer Declined:

- Customer hangs up during introduction.
- Customer declined the survey with **POSITIVE** or no feedback.
- Customer is busy **BUT it's the final attempt** and we can't offer a call back or customer asked not to be called back.

Any time you have a customer that declined the survey follow the CUSTOMER DECLINED TO PARTICIPATE CONCLUSION and **fill in the Explanation box below the disposition dropdown. Both of these steps must be completed so your notes can be shared correctly with the dealership.**

If the Customer Declined to Participate in this Survey - STOP - DO NOT ASK ANYMORE QUESTIONS: Notate the reason for decline in the Explanation Section Below. GO TO CUSTOMER DECLINED TO PARTICIPATE CONCLUSION AND DISPOSITION CALL AS CUSTOMER DECLINED TO PARTICIPATE (CDP)

Call Disposition CUSTOMER DECLINED TO PARTICIPATE	Add to "Do Not Call" List ☐	Dealer Callback Requested ☐	Send E-mail to Dealer ☐
Explanation INSERT REQUIRED NOTES HERE			

Quick Reference Guide:

Customer Interaction	Next Steps	Conclusion	Disposition
Customer hung up during intro or declined to participate with NO feedback OR Customer declined survey but provided POSITIVE feedback OR Customer states they do not have time/not right now (FINAL ATTEMPT)	STOP – DO NOT ask anymore questions. Go to CUSTOMER DECLINED conclusion and add notes in Explanation	Customer Declined to Participate	CUSTOMER DECLINED TO PARTICIPATE (CDP)
Customer states they do not have time/not right now (MORE ATTEMPTS REMAINING)	Offer a call back and notate request in agent notes; IF the customer then declines the call back follow FINAL ATTEMPT protocol above	N/A	UNABLE TO REACH - NO VOICEMAIL
Customer provided NEGATIVE feedback during or prior to survey	STOP asking further questions and notate feedback in comment box next to the specific question asked or in the final question response if it was prior to the survey and mark it as “YES”	Concerned Conclusion	SURVEY COMPLETE

For any situations not covered above, please reach out to your Supervisor on Duty for directions.