

TECHNICIAN VIDEO HANDBOOK

FIRST EDITION

© 2019 myKaarma. All Rights Reserved.



Last updated 7/25/19

Introduction to the Technician

Technicians

It is important to know some key elements and best practices when creating a technician video. This guide will ensure you deliver a consistent, clear and easy to understand video to the customer.

In this section we will first give you some **preparation** tips before you start your video so that you can be ready when the time comes.

We will also explain our CCI

Then, we will provide a **step-by-step guide** to creating a video video, along with a sample script that you can follow to stay consistent with every video that you create.

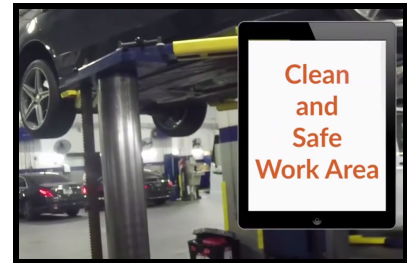
Finally, we will review some **important key elements** to keep in mind as your create each video—including some things you should look out for and stay away from.



Tech video preparation

Technician

1. First make sure that your work area is clear of any debris or anything that can get in your way while creating the video. It is also important to present a nice clean area as it shows professionalism.
2. Before you start recording, be sure that the vehicle is already set up in a way that it is easy for you to show your findings
 - a. Example - have the vehicle carpet lifted up if you are going to show a harness under the floor covering
 - b. Have the vehicle's door panel removed prior to showing the window motor inoperative
 - c. Have the engine cover removed and ready
 - d. Have the air filters removed and out in the open
 - e. Have the wheels removed in order to show the worn brakes
3. Apply protective coverings to the body panels to protect from damage
4. Note your findings in advance and have them ready
5. Have a flashlight and a laser pointer ready and handy
6. If possible it is best to have earbuds with a microphone to reduce noise
7. If addressing a C.E.L or computer problem have the fault codes ready to show in your video



Have a plan

Technician

You will have to have a plan on how you will present the information and in what order (Example- Main concern, Related service, recommended services due. When recording your video, remember



CCI: Complaint, Cause and Impact:

- Discuss the **Complaint** that motivated the customer to bring in their car (let them know you are informed and attentive to their issue);
- describe the **Cause** of the reported symptoms and why they exist (for example, “the squeal is caused by the wear indicator;”
- and explain the **Impact** or consequences if the customer doesn’t fix the issue (for example, “if you don’t replace the brake pads, you could lose braking power.”

Refer to myKaarma’s Fastrack Technician Videos course for examples of CCI.

These are just a few examples to help you prepare in order to create a great video.

Video layout and structure

Technician



The technician video should have a uniform and consistent order, ensuring that the customer understands the Information provided.

Here is the recommended order in which the videos should be structured

1. Start the video with the device camera recording the RO on the tech's workbench
2. While facing the RO, speak into the Mic and introduce yourself by saying the following: ***"hello, my name is Chris and I am your BMW certified technician working on your vehicle today"***
3. With the vehicle already raised on the hoist, face the front of the vehicle and begin describing what you are doing. (***"I would like to go over the findings of your vehicle's inspection while I have it here in the shop"***).
4. Next, make sure to point out and show any recommendations found on or around the front axle of the vehicle and under the engine, for example- Oil leaks, left and right front brake lining, rotors, tires, wheels, cv boots, suspension components etc.
5. While showing the brake or tire wear *be sure to speak in percentages and not millimeters* as the customer understands this better.
6. Work your way to the rear of the vehicle pointing out the condition of the undercarriage and explaining any damage if any is found or if all is secure.
7. Next, once in the rear axle area be sure to point out the brake and tire wear condition as well as the condition of the suspension components regardless of the condition.
8. Point out the rear bumper condition and capture the license plate within the video, this will serve as an identifying marker for the customer.
9. At this time the video should be paused and the vehicle should be lowered on the hoist.
10. Open the hood and resume the video pointing out the condition of the air filters, air intake, hoses, belts and fluid condition as well as any recommended services that go along with it.
11. Finalize the video by saying ***"Your service advisor will be contacting you soon, Thank you for choosing (dealership name) for your service needs. "***

Refer to myKaarma's Fasttrack Video Documentary course for examples.

Key things to remember

Technician

Below you will find a few important behaviors to keep in mind when recording a technician video in order to avoid any misunderstandings or issues with the customer.



1. Always speak clearly into the microphone
2. Always have good lighting from a flashlight or laser pointer
3. Always speak in percentages never in millimeters
4. Avoid the words “maybe, not sure, like, possibly
5. Avoid saying,
 - a. “ this is a common problem”
 - b. “ you damaged this here”
 - c. “ this is part of a recall or campaign “
 - d. “ we see this all the time “
6. Don't try to predict the future (example - you have another 5000 miles to go on these brakes or tires)
7. Avoid stating warranty coverages
8. Always show the undercarriage, but explain what is going on in the undercarriage: What are splash guards or rocker panels— touch them and show they are tight. How's the exhaust? The idea is to "walk the customer through their vehicle"
9. You do not need to appear on camera
10. Feel free to record a second video if you feel the first one did not come out ok
11. It is best to remove the wheels of the car to show brake measurements
12. Be sure to show the air filters next to the airbox so the customer knows those are their filters.
13. Avoid mentioning price
14. Your video must be factual and less “sales like”

These are just some examples to follow in order to deliver a clear and factual video to the customer.

How to reach support

It is important to point out that myKaarma is right there with you every step of the way and we can easily be reached by a few different ways.

See below :

