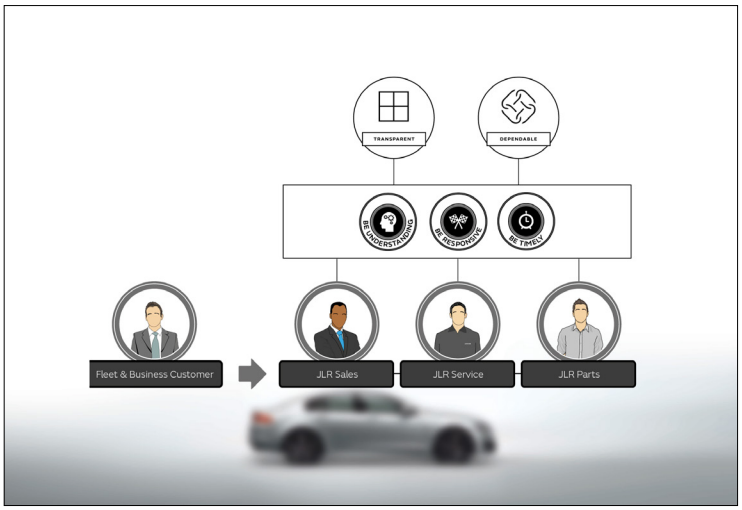
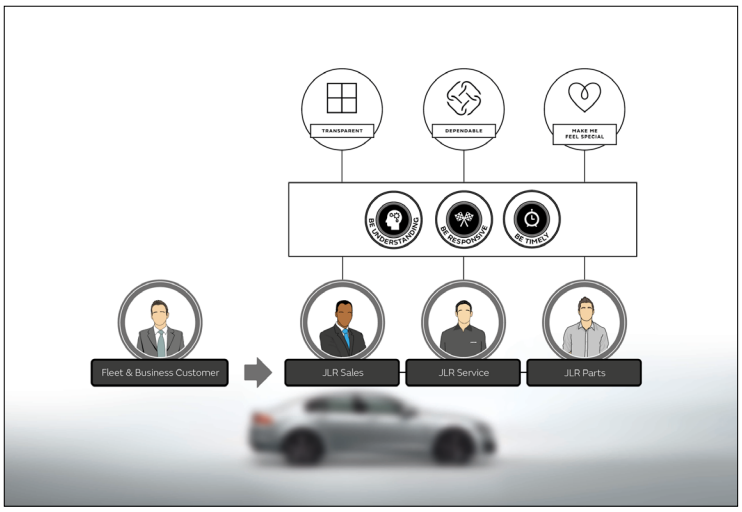
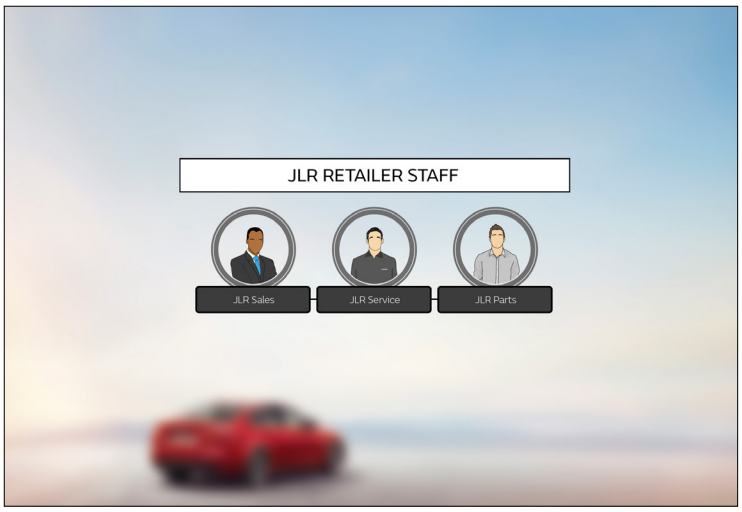
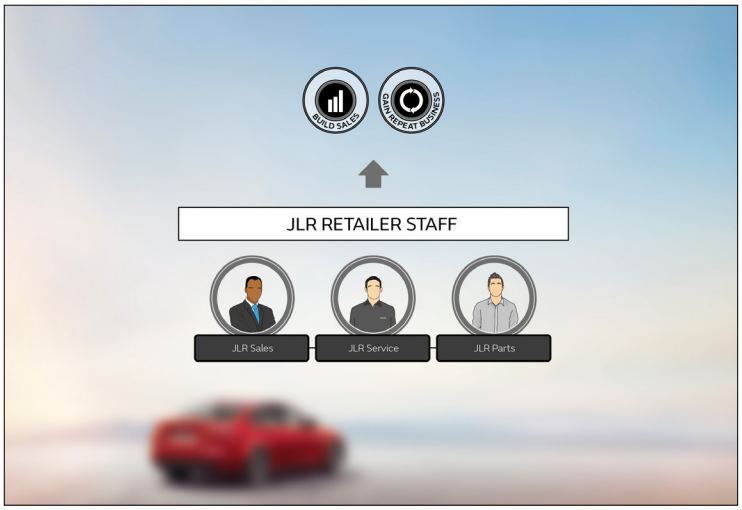
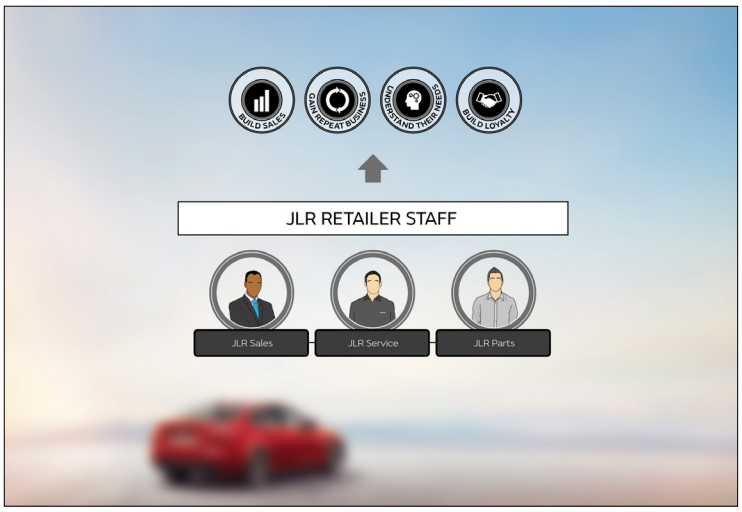
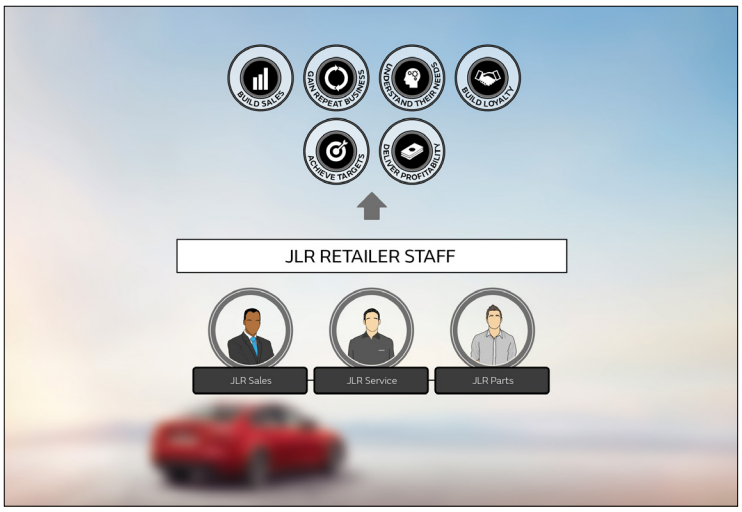
JLR FLEET & BUSINESS ANIMATED VIDEO SCRIPT

SCENE 5

	Script	Image Reference	Time
5.1	A successful long term relationship with a Fleet & Business customer is reliant on all departments within a Retailer delivering outstanding customer service and being true to our Customer First Principles.		
5.2	For example, during the customer journey, a Fleet & Business customer will interact not just with the Sales department, but will also require the support of the Service and Parts department.		
5.3	Fleet & Business customers place huge value in customer service and therefore expect you to understand and be responsive to their needs in a timely fashion whilst at all times being dependable and updating the customer when you promise to do so		

5.4	Similarly, we should ensure Fleet & Business customers are made to feel special regardless of where their vehicle is sourced from		
5.5	They may choose to use your facilities for servicing, maintenance and repair and if during this time you delivery an outstanding experience, the customer may purchase a vehicle from your Retailer in the future.		
5.6	More importantly, they may refer additional business to you by becoming an advocate to their friends, family and colleagues.		

5.7	Therefore, all Retailer staff play an important role and can have a significant impact on:		
5.8	1. Growing and building Fleet & Business Sales and valuable repeat business		
5.9	2. Understanding the needs and delivering a personalised service for Fleet & Business customers, in turn building customer loyalty and advocacy		

5.10	3. Helping your Retailer to achieve its targets and deliver increased long term profitability not just in Sales, but importantly in wider areas such as Service, Parts, Accessories plus Approved Pre-Owned		
5.11	4. Delivering a balanced Retail & Fleet & Business portfolio for your franchise. This is especially important during economic downturns where it is proven that the speed at which Fleet & Business is affected is much slower compared to Retail