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Monthly Meeting
Tuesday, June 13, 2017

Sponsored by 
Advance Professional
DRIVEN BY CARQUEST

Featuring
Glenn Young
Young’s Automotive Service

“Changes in HVAC Technologies"

This presentation will include discussions regarding changes in HVAC technologies, including HFO-1234yf, equipment, service procedures and a few diagnostic tips.

For more about Glenn Young and his presentation, go to page 8.

As an incentive for any ASA member who attends the June meeting and listens to Glenn’s presentation, they, or their shop, can attend Glenn’s next CTI Class at No Charge (location of their choice).

Fratelli’s Ristorante
1330 Wirt Road • Houston, TX 77055

Dinner: 6:30 p.m. Meeting: 7:00 p.m.
$15 member $20 non-member

How To Find Us

Automotive Service Association
Houston Chapter
PO Box 925007
Houston, TX 77292-5007

Need info about ASA?
Call one of the board members on page 3 or contact Rebecca Johnson,
ASA Administrator
asahoustonchapter@gmail.com
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**PRESIDENT'S CORNER**

**What Do Your Customers Think About Your Shop?**

It might be safe to assume your customers are satisfied or they wouldn't be there. What about the customers that don't return? What about the potential customer who declines to use your shop? Was it something you said or did? Or, was it something that someone else said about your shop?

For the first time we have the ability to ask those questions. Unfiltered feedback from customers is a positive even when it's negative. A bad or so-so online review can actually help if you view that complaint as an opportunity to improve your operation for future customers. Take the time to address unhappy customers and do everything in your power to remedy the situation. It's not only worth keeping their business, but also avoiding any negative word of mouth exposure.

According to the White House Office of Consumer Affairs, for every customer who bothers to complain, 26 other customers remain silent. Customer feedback is golden. Knowing what's being said about your company online allows you to see where you're succeeding and where you need improvement.

Independent shop owners are lucky as 80% of Americans believe smaller companies place a greater emphasis on customer service than large businesses (according to a 2011 American Express Survey). I suspect that is because they have a greater possibility of speaking directly with the person that can remedy their concern. And, if you resolve that complaint in the customer's favor, experts predict that 70% will do business with you again. Those are better odds than you get at the blackjack table.

It still surprises me, even in this day and age, how many people still need convincing that improving the Customer Experience will generate revenue and save costs. If you want your customers to complain, don't make it so difficult that they feel like they're being punished for trying to drop you a line.

At our shop, we use CRM (customer relation management) to seek out customer opinion and level of satisfaction. The best time to address a customer's complaint is NOW! The longer you wait, the more difficult it becomes to solve. We request email addresses from our customers during check in. After vehicle delivery, every customer that leaves an email address gets a very quick and very short survey asking about our service. This is not done publicly. However, if the survey results are stellar, then the customer is re-contacted and encouraged to post to a more public site like Google or Yelp. If less than desirable, they are contacted to see what can be done to remedy the situation. That way, you fix the ones that are bad and go public with the good ones.

It can be difficult to make concessions to a customer you feel is being unreasonable. But, it is important to remember that to the customer, the claim isn't ridiculous at all. They do not have your experience and may not know more about their car than the key and gas cap. Take the time to understand their concern and do your best to remedy complaints. Although your customers won't love you if you give bad service, your competitors will.

Chuck Stasny,  
Chapter President  
Houston AAMCO Car Care
Marketing Made Easy

Before the internet and cable television, advertising may have been more simple, but not affordable or measurable for the average shop owner. Although choices were limited to network TV, radio, and print (phone book & newspaper), it was nearly impossible to determine how effective a promotion was. If there was an increase in revenue, one could attribute to advertising, but not directly to a specific medium as the person answering the phone had a huge impact on the outcome. The internet has changed the advertising landscape by giving almost unlimited advertising possibilities where the results can be easily measured. A marketing message can now target a specific type of customer, area, and demographic.

Any successful business owner understands the importance advertising plays in business growth. Not only must one replace the customers who are deceased, move or become dissatisfied, but also find new customers to increase revenue. The media chosen to reach those customers may vary, but the cost is based upon the reach and frequency of the promotion. In other words, how many people will see the ad and how often will they see it?

Primarily, broadcast media like radio or TV are out of reach for the typical shop owner because of cost. But, it is likely that much of the advertising budget would be spent on people that would never visit the location.

Buxton, a leader in customer analytics since its founding in 1994, says the most likely customer will not travel more than fifteen minutes to get to a place of business.

Knowing where to find customers is the key to effective and efficient advertising. The message or promotion used can dictate a visit’s purpose. For instance, an inexpensive oil change promotion might drive car count but management will need to weed through the coupon clippers. It is smart to select offers on services that are frequently needed and at a low cost because customers are more likely to take a chance on a new business if the risk is minimal. Training at the counter is necessary to increase the ticket average.

A greater value is realized only after a longer duration of potential customers seeing offers - not so much for the promotion, but the name recognition known as “top of mind awareness.”

When there is an automotive concern, consumers should remember the place of business, not just the promotion.

One of the best media options would be the internet because of the ability to define to whom and where the message is broadcast. There are many ways to sneak a name in front of viewers that make it affordable to say a shop is great for whatever the reason. This is a very different from a “groupon” customer who is searching for a particular offer. Trying to upsell them is almost impossible. Although internet advertising can be accomplished in-house, a licensed or certified professional can be used to achieve the best results.

Another option, as presented by Philip Tringali of Echo Advertising, is direct mail. Businesses can target ideal customers who live or work within the recommended fifteen minute drive time sweet spot. This is a less complicated approach than internet because one can select likely customers from a map like the one in the photo. Armed with the demographics available over the internet and a map of the mail routes from the US post office, a shop can inexpensively remind local customers of products and services. Philip can be reached at ptringali@q-pons.net or by calling 281-370-4114.
Seems to me that if what we sell is time, then we are wasting a lot of it! I thought that I would share with you my methods to check-out a car that is towed in with a low or dead battery.

What is the first thing that you do when the car is towed in? Usually it’s get the jumper battery and see if it will start, drag out the battery charger and the extension cord, push it into a stall to be checked or just put a battery in so you are sure it will start, maybe. Well, I have a different take on this.

Being kind of a lazy human it’s always first things first with me. Smell the battery and if it smells like rotten eggs or if it is smoking hot, with everything off, then be very careful. Cool the battery down with a hose and fill it with water. This a battery that has had poor maintenance or the plates are shorting out. The battery will be junk.

I start out with my hydrometer. (I am not sure if there is one on the Snap-On truck but I am using a E-Z Red hydrometer I got from E-Bay.) The way a battery works is the acid separates from the water as the battery is losing a charge. The acid goes to the bottom and this why you only add water. This is also why a hydrometer will work. If you test enough batteries you will find that the hydrometer will always be more accurate than the resistance testers. I pop the caps and make sure that there is enough fluid in the battery to get the hydrometer to fill. If the hydrometer reads high in the first cell tested then a charger is a waste of time. If you check all the cells and they are high then you know that there is no battery drain on the system. It might be time to load the battery. How could they be high if the alternator is not working? See, I just did an alternator check with my hydrometer and have not even started the engine.

People come in all the time and they have been through several batteries. It is important to be checking the old battery first. Once the old battery is gone it can not tell a story! If we find one or more cells dead, then we know that the battery is defective, not the car. If this is the case then we sell them a battery and we’re done. If the battery is all damp on the top it will loose voltage and be a parasitic drain. The battery should be removed and washed with soap and water then dried. Overfilling a battery will cause this condition.

Finally, it goes without saying, the cables should always be clean and tight. If the battery terminal will not tighten then what we use is a lead shim, we have been using a cut up roof jack for this, they will last several years.

Please come to the meetings and set me straight if you think I am way off base. I am trying to think of ideas that will make life easier in the shop and give correct repairs.

Editor’s Note: If you have some Tech Tips you want to share with fellow ASA members, send them to us!

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**APRIL MEETING RAFFLE WINNERS**

<table>
<thead>
<tr>
<th>ASSOCIATE</th>
<th>ITEM</th>
<th>WINNER</th>
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<tbody>
<tr>
<td>Tentmaker</td>
<td>1 Cordless Work Light</td>
<td>Byron</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>1 Goodie Bag</td>
<td>Robert Gruener</td>
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<tr>
<td>Advance Auto Parts</td>
<td>1 Ngk Burning Skull</td>
<td>Chuck</td>
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<tr>
<td>Xl Auto Parts</td>
<td>1 Beebop Wireless Headphones</td>
<td>Auto Doc</td>
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<tr>
<td>Tri Coastal</td>
<td>1 Set - Pen, Knife, Mini-flashlight</td>
<td>Itzy</td>
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<tr>
<td>Tri Coastal</td>
<td>1 Set - Pen, Knife, Mini-flashlight</td>
<td>Chuck</td>
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<tr>
<td>Asa</td>
<td>$25 Gift Card To Saltgrass</td>
<td>Chuck</td>
</tr>
<tr>
<td>Asa Houston</td>
<td>$50 Cash Horse Choking Wad</td>
<td>Gloria Rodriguez</td>
</tr>
</tbody>
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*Fun Facts From The Past*

A 1909 White Steamer, ordered by President Taft was the first official White House car

*Editor’s Note: If you have some Tech Tips you want to share with fellow ASA members, send them to us!*
Houston ASA Associate Members

Contact your local ASA Houston Associate members for products and services. Ask about ASA Member only discounts available from these Associate Members.
ASA TRAINING 2017

JUNE 2017

June 12 - CarQuest - Effective Electrical Troubleshooting: Digital Storage Oscilloscope Setup & Operation - 4hrs - 6-10pm - Instructor: Glenn Young - Spring, TX

June 14 - CarQuest - Effective Electrical Troubleshooting: Digital Storage Oscilloscope Setup & Operation - 4hrs - 6-10pm - Instructor: Glenn Young - Humble, TX

June 14 - XL Parts - Direct Injection Turbocharger (Ecoboost) Engine operation, Diagnose and Service.

June 15 - XL Parts - Diagnosing the Top Duramax Diesel Problems

June 21 - CarQuest - TBA - 8hrs - Instructor: Glenn Young - Part 1: 6-10pm - Houston, TX

June 22 - CarQuest - TBA - 8hrs - Instructor: Glenn Young - Part 2: 6-10pm - Houston, TX

JULY 2017

July 17 - O'Reilly - SPANISH - Automotive CAN Bus - What It CAN Do For You

July 20 - O'Reilly - Whole Vehicle Diagnosis

AUGUST 2017

August 30 - CarQuest - TBA - 8hrs - Instructor: Glenn Young - Part 1: 6-10pm - Houston, TX

August 31 - CarQuest - TBA - 8hrs - Instructor: Glenn Young - Part 2: 6-10pm - Houston, TX

SEPTEMBER 2017

September 6 - XL Parts - Solve the Most Difficult DEF Solutions

September 13 - O'Reilly - SPANISH - Hyunsai/Kia Drivability Solutions

September 25 - CarQuest - Digital Storage Oscilloscope Setup & Operation - 4hrs - 6-10pm - Instructor: Glenn Young - Spring, TX

September 27 - CarQuest - Digital Storage Oscilloscope Setup & Operation - 4hrs - 6-10pm - Instructor: Glenn Young - Humble, TX

OCTOBER 2017

October 12 - XL Parts - Light Duty Diesel DPF and DEF Solutions

NOVEMBER 2017

November 1 - XL Parts - SPANISH - Diagnosing the Top Variable Value Timing Problems

November 7 - O'Reilly - SPANISH - GM Drivability Solutions

November 9 - O'Reilly - 10 Modes to Fix Codes

November 16 - XL Parts - Service Programing For the Aftermarket

DECEMBER 2017

December 4 - O'Reilly - SPANISH - Diagnosing Vehicle Electronics Problems

December 12 - O'Reilly - Diagnosing Advanced Starting and Charging Systems

CarQuest
For more information visit ctionline.com or email CTISupport@carquest.com.

O'Reilly
Contact your O'Reilly Representative for more information. (firstcallonline.com)

XL Parts
Contact your XL Representative for more information. (xiparts.com)
JUNE MEETING SPEAKER
Glenn Young

Glenn Young was always passionate about working on his cars in his spare time which led him to opening "Young's Automotive Service" with his wife Betty Jo by his side. Instructing comes natural for Glenn as he possess a wealth of experience from being at the forefront of ASA and Carquest Technical Institute. Mr. Young will present discussions regarding changes in HVAC Technologies, including HFO-1234yf, equipment, service procedures and key diagnostic tips. Be sure to come out and network with colleagues, learn of up coming events, and enjoy an evening of educational empowerment to share with your team!

JULY MEETING

Next month’s meeting will be sponsored by XL Parts and be held at their location at 15701 Northwest Freeway. The speaker will be Ray Lopez & the RLO Training Team presenting "What Has Your Business Done for You Lately?"

NEW HIRE

All Associates and Members, please email Rebecca (asahoustonchapter@gmail.com) if you are interested in receiving candidates’ resumes.

Name: . . . . . . . . . . . . . . . . . . . . . . . . Nofil Manasia
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Area: . . . . . . . . . . . . . . Southwest Houston
Expected Graduation: . . . . . . . . December 2017

SPECIAL UPDATE—VEHICLE INSPECTION PROGRAM

The Texas Legislature finished its session without final consideration of HB 3995 and SB 1588. So the Texas Safety Inspection program remains the law for another two years.
ASA Houston - Shop Talk

What will NSA do for every NAPA AutoCare Center?

Here are the highlights:
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THANKS TO ASA

Thanks to ASA for the opportunity to prepare the Shop Talk newsletter.

In addition to serving as the ASA Shop Talk newsletter editor, I provide graphic design of newsletters, brochures and other marketing material to a number of clients. I can help with PowerPoint and video presentations for training or general publicity.

I also offer a line of advertising products for the auto industry such as decals, magnets, bumper stickers, license plate frames, key tags, banners, signs and more.

I would love the opportunity to discuss how I might be of service to you and your shop.

Dan Tidwell, Tentmaker Graphic Design
dhepcwo@gmail.com
281.802.0441
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XL Parts is dedicated to the professional automotive service installer, which is why I trust no one else with my business. Get the job done right the first time - Switch to XL Parts and gain a business partner you can rely on for convenient coverage of all your auto part needs.

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