

Supercharge Your Customer Experience: Required Homework

Developed By: The MRAA Certification Team

KED Recognition Program Plan

Things that are recognized get repeated. Therefore, the best way to reinforce the Key Emotional Drivers (KEDs) at your dealership is to recognize employees who are doing them right.

Develop an in-store peer recognition program, so your employees can pat each other on the back, when they're doing the right thing and executing on your KEDs.

Describe the KED recognition program you're developing.

How will employees recognize each other (via a form, in-person at a meeting, etc.)?

Will you allow your employees to recognize each other for using the KEDs internally (such as anticipating the needs of someone from another department) using the same program, or through a different program?



Will you be including a plan for customers to recognize your staff for customer experience excellence? Why or why not?

How often will employees be recognized for their KED excellence?

What type of reward will the recognized employees get (prize or pride rewards)? Make sure it's consistent. One of the biggest problems with any recognition program that fails is inconsistency.



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KED Training Plan

This is the plan that you'll use to get your entire team using the Key Emotional Drivers (KEDs) for your dealership, whether you're using CAPTAIN or your own KEDs.

Launch meeting date: _____

Who will lead the launch meeting? _____

How will you include the entire staff be invited in the meeting?

What do you plan on covering at your KED launch meeting?

How do you plan on reinforcing the new KEDs within 1 week of the launch meeting?

Which of the KED Internal Promotional Ideas (PG. 18 of your workbook) or your own promotional ideas do you plan to implement to reinforce the KEDs?



What are your plans to reinforce the KEDs over the next 12 months?

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

Month 7



Month 8

Month 9

Month 10

Month 11

Month 12

