

The Road to Inclusive Workshops

Five key steps on the road to improving the experience of workshop customers

Castrol conducted a series of focus groups with workshop owners and customers in seven markets: China, Germany, India, Malaysia, Poland, Thailand, and the United States. The findings reveal five critical stops on the customer journey to help workshop owners create inclusive spaces and attract a wider customer base.

Inclusive workshops benefit everyone

There is significant work needed to improve the experience at workshops, from first impressions through to post-service engagement. The Road to Inclusive Workshops focuses on women's perceptions and experiences and identifies how workshops can improve their inclusivity.

Stop 1.

Arriving at the Workshop

Set the tone of the relationship.



Parking access

Where possible, provide customers with somewhere safe and easy to park.



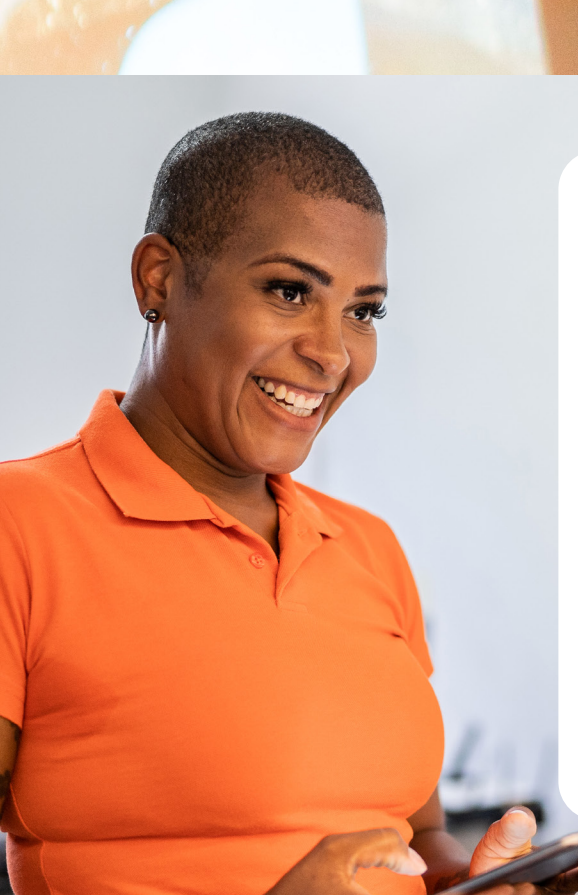
Signage

Use large letters, well-lit branding, and make sure it is visible from the road.



Clear communication

Clearly diagnose the problem and manage expectations with patience and respect.



Stop 2.

Entering the Workshop

Welcome customers into a tidy, well-lit space.



Designated reception area

When possible, provide a separate space for the customer reception.



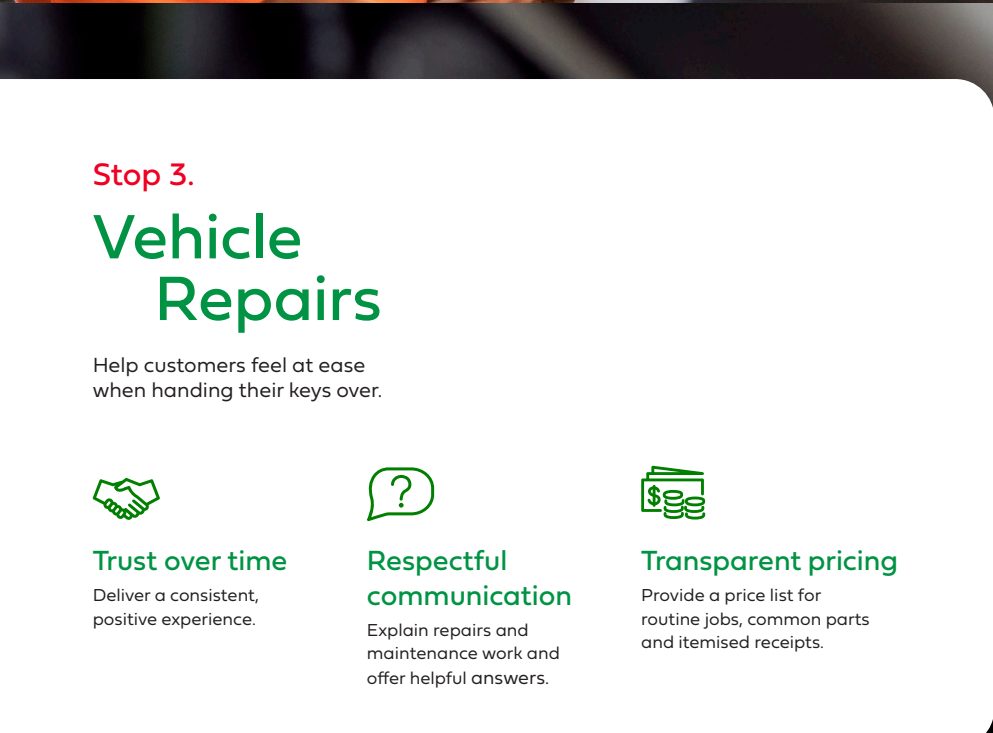
Clean, bright spaces

Make use of natural light with neutral décor.



Female representation

Demonstrate inclusivity by hiring female staff as technicians and managers.



Stop 3.

Vehicle Repairs

Help customers feel at ease when handing their keys over.



Trust over time

Deliver a consistent, positive experience.



Respectful communication

Explain repairs and maintenance work and offer helpful answers.



Transparent pricing

Provide a price list for routine jobs, common parts and itemised receipts.



Stop 4.

Waiting for the Vehicle

Create a more comfortable environment for everyone.



A space away from the shop floor

Provide a separate space from the activity of the workshop.



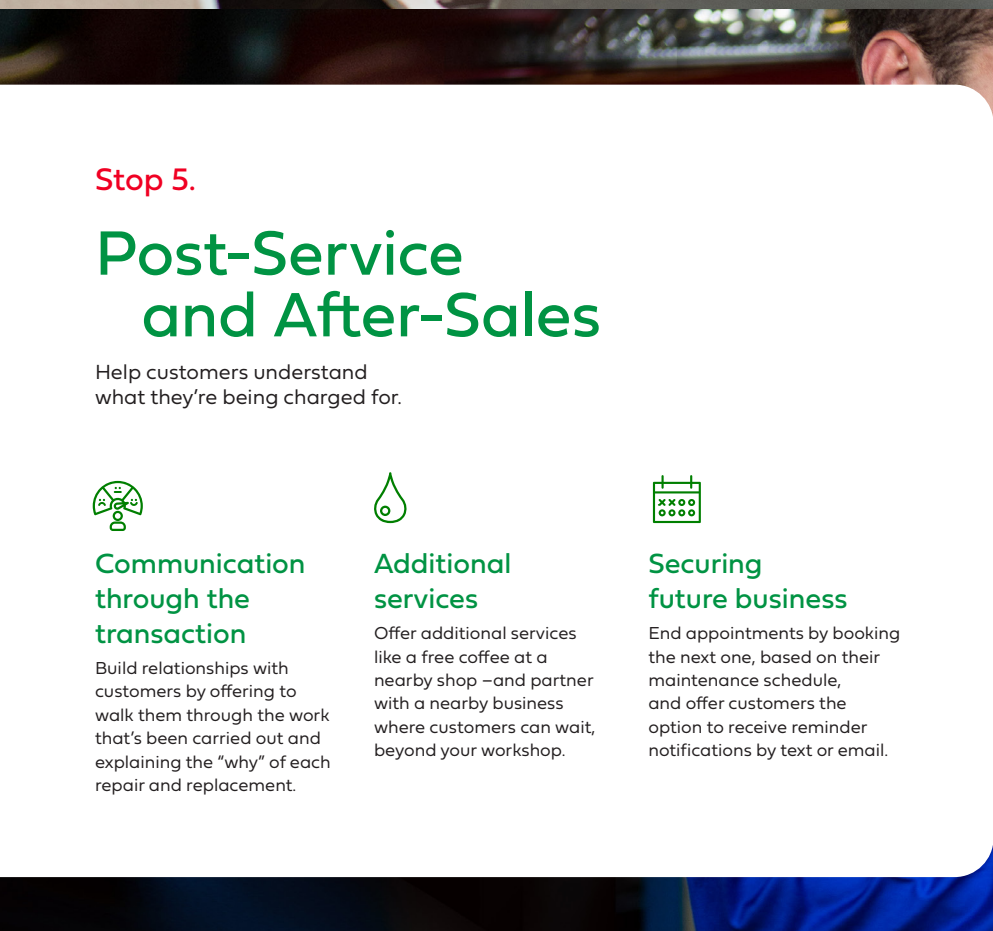
Cover essential needs

Offer a small selection of refreshments and provide access to well-maintained restroom facilities.



Additional Amenities

Offer customers access to a TV, magazines, or a table where they can quietly work to pass the time.



Stop 5.

Post-Service and After-Sales

Help customers understand what they're being charged for.



Communication through the transaction

Build relationships with customers by offering to walk them through the work that's been carried out and explaining the "why" of each repair and replacement.



Additional services

Offer additional services like a free coffee at a nearby shop –and partner with a nearby business where customers can wait, beyond your workshop.



Securing future business

End appointments by booking the next one, based on their maintenance schedule, and offer customers the option to receive reminder notifications by text or email.

