

## Introduction

This training course deals with the business and customer service benefits of regular battery checking.

It will provide you with information on the on the reasons for battery checking and how to implement a checking regime.

The course consists of the following modules:

- Battery checking overview
- Evidence & benefits of testing
- Reasons for battery care
- Battery checking regime set up
- Common workshop concerns

Each module has its own training video, downloadable resources and some will be followed by a short multiple-choice test.

Once you have completed all modules there will be a final test to check your understanding and knowledge.

Once passed you will earn a certificate for the completion of this course.

## Module 1 - Battery Checking Overview

Checking the battery on all vehicles entering the workshop enhances business reputation and significantly improves customer service.

It can prevent the distress caused by battery failure whilst unlocking significant potential year-round battery revenue for the workshop.

As a vehicle's battery condition is rarely checked by a workshop unless an issue is evident, its state of health is unknown to the driver or technician.

There may be no obvious signs that the battery is defective, has excessive levels of wear and tear or is in a low state of charge, however any of these conditions will likely result in battery failure.

A non-start situation causes distress and in most cases, results in a replacement purchase from the recovery services or nearest retail supplier.

Battery failure shortly after service or repair work, may cause customers to question the quality and reliability of the workshop as most customers expect the workshop to check and maintain all elements of their vehicle.

## Module 2 - Evidence & Benefits of Testing

Currently there are over 30 million vehicles over 3 years old on UK roads.

Their average age is around 7 years.

GS Yuasa conducted a 3-month summer trial to determine the revenue and customer service benefits of checking the condition of the battery on every vehicle entering 3 UK workshops.

The results were staggering.

They showed that only 62% of vehicles had a serviceable battery, 27% had a battery that required recharging and 11% were unserviceable and needed replacing immediately.

Overall this indicated that the battery in almost 2 in 5 vehicles required attention or replacing.

When looking at replacing and recharging costs, the average workshop could increase their annual battery revenue to over £30,000

## Module 3 - Reasons for Battery Care

With modern vehicles becoming more complex, the battery plays an ever-important role in their operation.

It powers more electrical devices and systems than ever before.

Serious battery issues cause significant inconvenience to a motorist such as loss of earnings and costly repairs.

It is therefore essential that vehicle owners and workshops alike understand that:

A battery is a consumable item that will deteriorate through normal use and a vehicle's alternator will not always fully recover a deeply discharged battery

A little-known fact is even a new battery loses approximately 30% of its starting ability at 0° C.

Therefore, battery failure is more common in the winter.

Battery related faults are the number one reason for vehicle breakdowns, resulting in the sale of approximately 5 million batteries in the UK each year.

The most common reasons for failure include:

- End of service life
- Incorrect battery fitment
- Infrequent short journey driving habits resulting in incomplete recharging
- Charging system faults
- Poor maintenance
- And extended periods of cold weather

## **Module 4 - Battery Checking Regime Set Up**

Test the battery on every vehicle that enters the workshop immediately before commencing any other type of work.

This allows enough time to contact the customer, order and install a replacement battery or recharge the existing battery if required.

The testing procedure is quick, simple and consists of 4 steps:

Firstly, check that the battery is of the correct technology and specification for the vehicle using the appropriate GS Yuasa Battery Look-up.

If not contact the customer immediately and tell them that the wrong battery is fitted.

If the battery is correct check its state of health with a GS Yuasa battery tester.

If the battery needs replacing or recharging investigate repair options and contact the customer to inform them of the work required.

With the customers agreement carry out the required remedial work.

If you can't contact the customer or the battery passes use a mirror hanger to communicate the results to the customer.

GS Yuasa have released a low-cost testing kit to help workshops successfully introduce a battery testing regime.

The kit is available from participating distributors and contains an accurate, easy to use battery tester

This will indicate if a battery is good, needs recharging or needs replacing.

It also provides a voltage, actual CCA and percentage CCA reading.

Alongside the tester, there is a full guide book and point-of-sale materials including posters and a counter top display to communicate the scheme to customers.

There is also a stock of mirror hangers and a USB Smart Button that gives workshops ultra-fast access to GS Yuasa's powerful online trade battery lookup system.

## **Module 5 - Common Workshop Concerns**

As we have seen battery testing presents opportunities to significantly increase revenue and customer service.

Workshops can however have concerns about implementing a testing regime, these include; testing time, customer reaction, customer confidence and battery stock.

Testing a battery takes around 30 seconds, and there is no need to disconnect the battery from the vehicle.

You are preventing customer inconvenience, and after all, most people would rather find out their battery is likely to fail before it causes a breakdown.

GS Yuasa is a well-known and respected battery brand. Joining our Always Check the Battery scheme will give your customers even more confidence in your workshop.

It is also important to determine the correct replacement based on the vehicles requirements, customers driving style and vehicle usage.

Refer to the correct application and technology course for more information.