



Grow from Within

WHAT IS THE MOTORIST ASSURANCE PROGRAM OF CANADA?

- ➔ A set of technical standards to guide technicians when distinguishing WHEN a repair service is “REQUIRED” VS “SUGGESTED”.
- ➔ A process to standardize the communication of repair services to consumers, using the terms “REQUIRED” or “SUGGESTED”.

WHAT MAPC MEANS FOR THE REPAIR SHOP

- ➔ Consumer confidence – TRUST.
- ➔ Customers feel better about the repair services they have purchased.
- ➔ Increased transaction value, customers are prone to accept (buy) more of the proposed repair services they are offered.
- ➔ **Consumer loyalty** and **satisfaction** – customers are more likely to return and refer other people to an automotive service provider using MAP.
- ➔ Improved **communication** – internal and external.
- ➔ Reduces incidence of customer complaints and in-shop disputes over clarity of estimates and repair orders.
- ➔ UICSS provide **technical guidance** to virtually eliminate judgment calls.

WHAT MAPC MEANS FOR THE CUSTOMER

- ➔ Today's consumer is better **informed**, more **demanding** and has many **choices**.
- ➔ Looking for a shop they can **TRUST**.
- ➔ MAPC accreditation provides:
 - ✓ Instant **credibility**.
 - ✓ Improves **confidence**.
 - ✓ **Control** over what is done on their car.
 - ✓ **Honesty** about what the car needs – nothing is hidden.
 - ✓ **Thoroughness** in determining most appropriate repair in terms of safety and reliability.
 - ✓ **Quality** and **customer satisfaction** backed by warranty and dispute resolution process.
- ➔ Shows your customers that **you care**.

MAPC compliments and enhances the good business reputation that you've worked so hard to earn!

HOW TO JOIN MAP?

Manufacturers, distributors, automotive service providers can join by calling 800-808-2920 ext 264 or visit

www.mapcanada.org