



Grow from Within

The Motorist Assurance Program of Canada is dedicated to helping the automotive and repair industry build trusting relationships with Canadian vehicle owners. Both shop and consumers benefit from sharing common ground, as laid out in the Motorist Assurance Program (MAP). MAP provides a clear process to provide top-notch service and prevent misunderstandings.

Steps you need to follow prior to Accreditation:

1. Train all your staff using the MAP video/CD and workbook.
2. Within the next 30 days, call the MAP office (800-808-2920 ext 264) and indicate when you will be ready to take the telephone accreditation test.
3. MAP will then notify the Accrediting Agency that your facility is ready for the telephone test.
4. A phone call will be made to your facility by the Accrediting Agency. The individual answering the telephone must be able to answer typical consumer questions regarding MAP, based on the training materials. Should the first attempt at accreditation be unsuccessful, you will be advised by MAP and given the opportunity to review the materials. A second call will be made within a month.
5. After the phone call, MAP will send you a letter confirming your accreditation. We will also forward the materials to you, including a Motorist Assurance Program of Canada poster, window sign (with expiration date) and brochures.

As an Accredited facility, you should:

1. Welcome your customer.
2. Listen to your customer and identify the concern.
3. Carry out an inspection of the vehicle.
4. Identify the cause of the problem and communicate with the customer if diagnostic analysis is required. If authorized, diagnose the problem.
5. Review the Uniform Inspection Communication Standards (UICS). The standards provide you with a customer relations/education tool to use before proceeding with any work. These standards will improve your interaction with customers.
6. Complete the inspection checklist to produce a written work order using the MAP "Suggested" or "Required" and "Reason" codes.
7. Review the standards with the consumer and give him/her a copy of the required estimate, which explains in clear language what will be done to the vehicle and why.
8. Empower your customer to decide on the work to be performed.
9. Perform the agreed work plan.
10. Review the final invoice with your customer orally, as well as providing a written copy.

By following these processes, consumers have more confidence in service providers to identify and recommend solutions. Participating in the program shows respect for your customers, and also your desire to communicate clearly and honestly about any work a vehicle requires, or may require in the future. These standards allow shops to ensure consumers get consistent service and repair recommendations, based on uniform industry standards.