

Marketing

- Current practices include marketing at a minimum. Our service department has more traffic than we can handle on a regular basis.
- Goals for improvement include targeting specific customers to obtain service retention goals as well as adding an additional service advisor and technicians to accommodate more customers.
- Plans to achieve the goals include getting very aggressive with recruiting including signing bonuses and aggressive rates.
- Plans to evaluate changes would include utilization of the aftersales retention operation code so we can effectively track our retention. When we can attract more customers per day then we will consider additional marketing measures.

Analyze cost of labor

- Current practices include both flat rate technicians and hourly technicians, including a production bonus.
- Goals for improvement include warranty labor rate increase- we have recently increased the customer pay labor rate.
- Plans to achieve goals include performing the warranty labor rate increase work order study.
- Plans to evaluate changes would include staying at the forefront of technician compensation by observing the flat rate technician demand and market value.

Changes in expense structure

- Current practices include viewing expenses from the browser.
- Goals for improvement include locating and terminating unnecessary expenses.
- Plans to achieve this goal are to go through line by line and inspect.
- Plans to evaluate expenses would be based on year over year cost.

Productivity

- Current practices include a shop foreman, dispatcher, and hourly techs that work on entry level items.
- Goals for improvement include training for hourly techs so they can work on advanced items.
- Plans to achieve these goals include Mercedes online training and in-person classes.
- Plans to evaluate these changes include certifications and ability to perform advanced items.

Facility

- Current practices include most techs have 2 bays.
- Goals for improvement include hiring more technicians.
- Plans to achieve goals include signing bonuses, competitive rate.
- Will evaluate by facility utilization.

100 repair order analysis

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