

NADA ACADEMY-----

Qualitative Analysis

Strengths

1. Most all of service staff have at least 8+ years of experience
2. Service has good retention rate with customers
3. Have several techs that are Senior Masters
4. We have invested in update promise that communicates to customers by text on the progress of vehicle.
5. Have a service display board next to advisors that gives maintenance schedules and pricing.

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Qualitative Analysis

Weaknesses

1. Lack of qualified techs
2. Our labor rate is higher than the independent shop around the same area.
3. Hard to recruit new techs to replace older techs that are retiring.
4. Have some older staff that are set in their ways.
5. Don't have all the special tools that are needed for warranty jobs.

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QUALITATIVE ANALYSIS

Opportunities

1. We are using PDEL and mobile service to expand our customer base to gain new customers.
2. We are preparing pay incentives for both advisors and technicians to sell more maintenance.
3. Restructure sop to cut down waisted time and allow for more hours per tech.
4. A majority of vehicles that come in the shop are over 50k which would benefit from maintenance and would bring in needed hours per Ro and effective labor rates.

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QUALITATIVE ANALYSIS

Threats

1. Several independent shops around our area
2. Have a Ford dealership within 11 miles also have several other Ford dealerships within 50 mile radius.
3. Pricing on scheduled maintenance is lower at independents

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Objectives

1. Increase hours per Ro on customer pay
2. Work with parts and increase parts sales on customer pay
3. Change advisors pay to more commission based then salary.
4. Improve communication between parts and service
5. Acknowledge customer when the walk into service.

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Strategies

1. Setup password to apply discounts so advisors have to discuss with manager
2. Hire a couple lube techs to increase hours for quick lube
3. Do more work on all makes and models
4. Start aggressive marketing to bring in new customers
5. Assign a shop foreman to help improve skills and new technicians
6. Run reports and keep a close watch on ELR and hours per Ro.
7. Dispatch jobs to proper tech.

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Tactics

1. Advisors can't approve discounts without managers approval
2. Send out special discounts to attract new customers
3. Have weekly meetings with service department and go over prior weeks objectives to see if meet. Also let techs know what the new objectives are for the new week.

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ACTION PLAN

Task	By Whom	Completion
Manager needs to Approve discounts	Service Manager	5/1/2024
Track hours per Ro and ELR to keep on track	Service Manager	5/1/2024
Adjust hours to Accommodate customers	Service Manager	5/1/2024
Create bonus program for Advisors to encourage sales	Ser. Mgr/GM	5/1/2024
Working on getting quick lube Up and running	Service Manager	5/12/2024

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Synopsis

With the Express lube Starting up and longer hours on Monday night from 8am-8pm to better suit our customers.

Better dispatching to appropriate techs to optimize ELR.

Enrolling advisors in extra training to help the effectively sell more maintenance to achieve 2.5 hours per Ro.

More aggressive advertising through social media to attract new customer base.

New pay structures are being looked at for service personal to help incentivizing selling to obtain more profit per Ro.

We have already started posting prices for non-dealer competitive pricing and explaining differences with using ford parts versus aftermarket.

With the above changes we should be able to see a increase in customer retention and acquiring new customers.

