

Action Plan

Week 1 Session 2

My goal is to build our parts department team to have better knowledge of our parts and build their customer service and phone etiquette. I have set a goal of 30 days starting July 1 ending July 30, 2024.

In achieving this goal, our team will be recognized as being friendly and knowledgeable, which will support our dealership vision.

The benefit of these achievements will lead to a more knowledgeable and stronger parts department. Our customers will get the service they deserve the first time around due to our knowledgeable team servicing them with correct parts distribution resulting in fewer returns. The knowledge the team gains will build their confidence which will result in a more productive team.

This goal is important to me because without good customer service, we may lose the opportunity of building customer relationships and maintaining a solid return customer base to support future parts sells. With good customer service, we will also build the Dealership's reputation.

If the goals are not achieved, the consequences are loss in revenue for the dealership. Possible downsizing of the workforce/layoffs.

Specific actions/step to accomplish these goals is:

Each teammate will be given phone skills training once a week for 4 weeks.

Parts Manager will create training materials in a brochure format outlining phone protocols and proper ways to handle calls.

The Parts Manager will be held accountable for training teammates, our teammates will be held accountable for reaching their weekly training goals.

The expectation is 100% training results, with a completion date of July 30, 2024, with an actual completion date of July 30, 2024.

I will track training progress once a week.

To reach our customer service goal, I will create a parts buying experience survey to be completed by our customers, this survey will be tracked by salesperson ID numbers. The customer will be provided with the survey upon completion of parts purchase, the survey will be turned into a designated survey box which will be reviewed by the Parts Manager once a week until the July 30 goal.

Potential Obstacles:

Employee call offs on training days.

Customers do not complete the survey provided.

Potential Solutions:

Resume training upon employee return to work.

Customers can mail the survey at their earliest convenience or submit it electronically.

I will ensure that the teammates do not fall back on old habits by continuing the weekly training.

I will award spiffs to the teammates who have good customer surveys, this will motivate the others from falling into bad habits.