

Class N335 make up class

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Dealership: Myers Hyundai

SWAT-STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Defecting Customers: Daily call back by advisors/ appointment coordinator using the spreadsheet to call customers that hasn't been in our service department for the past 6 months. Managers to look at the spreadsheet and formulate a plan for each individual customer that hasn't showed up to increase RO count.

Unsold Quotes: Managers to get involved in unsold quotes recommended by techs and did not sell by the advisors. Create a spreadsheet and use it to monitor all your unsold quotes, Call the customer or talk to customer while at the dealership and find out why the work is declined. Find a way to help the customer do the work... example 3 months no interest loan applications.

Mentorship program: Use all your apprentices to work with one of your tech for process, checking cars and finding opportunities.

Service Policy: All service Policy needs to be authorized by the service manager and if more than \$200 needs to be discussed with the GM .

Open ROs: Close your ROs on timely manner and ensure we are paid for every customer RO prior car leaving the lot.

Warranty clerk to close all warranty ROs in timely manner and working with controller and service manager in weekly basis to ensure we are collecting and looking at our processes and or RO's .

Advertising: Working with our Marketing Coordinator to have weekly plans to

promote our service department. Use You tube, digital, and social marketing beside all the traditional marketing.

Create a relationship with all the businesses, Government buildings, hospitals, Schools.... etc to generate more business.

Staff: Monitor, motivate your staff all the time to ensure we have a safe, efficient and productive staff.

Advisors: Use spreadsheets and performance boards to set objectives for all your employees using a little incentives, games, contests to ensure engagement of all your employees and find areas of opportunities to increase customer satisfaction and generate revenue.

Tire Storage: Audit all customer tire Storage and ensure the entire tire counts are accurate, measure all the tires and set up a strategy to call customers for tire Sale.

Comebacks: Track your Comebacks and engage quickly to find out the reason for comebacks, ensure the comeback goes to the same tech and find way to ensure the problem is fixed for customer satisfaction.

Assistant managers: Assistant managers to ensure a complete engagement daily with customers, advisors, techs to generate Gross and a great Customer satisfaction.

When making decision look at our, Proficiency, efficiency, facility potential ,staffing and discuss the ideas with the GM to ensure we are maximizing revenue and minimizing liabilities all time.

