



SERVICE DEPARTMENT ANALYSIS FOR FORD SS DE LEON

JUAN CARLOS LECUONA PATINO
NADA 45130

Qualitative Analysis

Strengths

1.- Teamwork:

Ease of dividing tasks and assigning them to team members with the most appropriate skills, optimizing time and reducing bottlenecks. It is a cohesive team that can provide a more personalized and attentive service to customer needs, which translates into greater loyalty.

2.- Training and Certification in the brand:

There are certified mechanics, who acquire in-depth knowledge of the systems, components and technologies specific to the Ford brand. This allows them to diagnose and repair problems faster and more accurately, reducing the downtime of the customer's vehicle.

3.- Facilities:

It is a well-organized workshop equipped with adequate tools, which allows mechanics to work faster and more efficiently, reducing repair time and increasing productivity.

Qualitative Analysis

Weaknesses

1.- Lack of Diagnostic Equipment (Scanner):

Without an extra scanner, mechanics may misinterpret the symptoms of a problem and perform unnecessary repairs, resulting in additional costs to the customer. In addition, the lack of an accurate diagnosis can delay repairs and increase the time the vehicle spends in the shop.

2.- Waiting time for authorization by the customer:

This has caused an unnecessary occupation of space, since a vehicle waiting for authorization takes up space in the workshop that could be used to serve other customers.

3.- External competitive costs:

It is a reality that the workshop trades with high prices, and this is generating difficulties in attracting new clients, especially because the competition offers more attractive prices.

Qualitative Analysis

Opportunities

1.- Agility in the delivery of spare parts:

Undoubtedly, the spare parts area has an excellent management, however, there are areas of opportunity in the same, to improve the delivery of spare parts to the workshop, this would translate into the reduction of repair time: By having the necessary spare parts available quickly, the waiting times for customers are shortened, which increases their satisfaction and loyalty.

2.- Costs (Offers, rewards, accessible):

There is a huge opportunity in optimizing costs without sacrificing service quality. This not only attracts new customers, but also strengthens the relationship with existing customers. It is important to remember that the key is to find a balance between reducing costs and maintaining quality.

Qualitative Analysis

Threats

1.- New Brands (Chinese):

Chinese brands tend to offer vehicles at lower prices, which appeals to a price-sensitive consumer segment. This will force the workshop to adjust its rates to remain competitive.

2.- More affordable external prices:

Price competition may force the workshop to reduce its rates, which may negatively affect its profit margins.

3.- External workshops:

Loss of customers, customers are increasingly looking for more affordable options and may opt for newer workshops that offer more attractive prices.



Objectives / Strategies / Tactics

Objectives

1. Reduce the time to perform diagnostics.
2. Reduce waiting time for customer authorization.
3. Offer added value to the customer.

Objectives / Strategies / Tactics

Strategies

1.- Improve communication with the client, clearly explaining prices and services.

2.- Develop packages and promotions.



Objectives / Strategies / Tactics

Tactics

- 1.- Quote for new diagnostic tool.
- 2.- Evaluate the purchase of diagnostic tools.
- 3.- Develop packages and promotions.
- 4.- Offer flexible payment options.
- 5.- Explain services and pricing highlighting benefits.

Objectives / Strategies / Tactics

Action Plan

Task	By Whom	Completion Date
Quote new diagnostic tool.	Workshop Manager	Oct -> Nov 2024
Evaluate the purchase of diagnostic tools	Service Manager	Nov -> Dec 2024
Develop packages and promotions.	Marketing	Nov -> Dec 2024
Offer flexible payment options	Service Manager	Dec 2024
Explain services and prices highlighting benefits	Service Advisors	Oct 2024



Synopsis

Diagnostic tools are available, but they require more time of use, which implies having more equipment.

The focus is on improving response times and enabling customers to make timely decisions. The plan to achieve the objectives is to reduce diagnosis and authorization times, improve the explanation of processes and costs to customers by highlighting the unique benefits we offer and that the customer perceives the added value they get when they come to us.