HOMEWORK ACTION PLAN

S SPECIFIC	**M** MEASURABLE	**A** ACHIEVABLE	**R** RELEVANT	**T** TIME-BOUND

Name: Bradley Johnson

Class #: 446

Dealership: Don Johnson Auto Group

Date: 11/27/2024

Current Situation or Challenge to be Addressed:	Increasing guest satisfaction, and guest retention in our Rice Lake GM service Department. Our current CSI is 82.2, region is 81. Guest retention is at tier 2, and has been slipping, not aking tier 1 for over 1 year. General Motors is putting a large emphasis on retention moving into 2025, and we want to be ahead of the curve.
Current Performance Level (include specific measure):	CSI 82.2 Retention 66.5%
Goal (what do you want to achieve?)	Increase the Customer Satisfaction Index (CSI) by 2.8% and guest retention by 4.5% over the next 6 months through improved service processes, customer follow-ups, and staff training. Implement a guest feedback system, regular staff training sessions, and follow-up calls within 24 hours of service completion to ensure guest concerns are addressed. Enhancing CSI and guest retention aligns with the dealership's mission to build long-term guest relationships and increase profitability. Both CSI and retention improvements within 6 months with monthly progross reviews allows ut to stay on track CSI 85% Retention Tier 1 -71%
Goal Performance Level (include specific measure)	CSI 85% Retention Tier 1 -71%

Goal Start Date:	12/1/2024	Goal End Date:	5/31/2025
First Check-in Date:	1/2/2025	Performance Objective:	CSI improvement 83% Guest retention numbers will not be available at this time via GM, performance will be monitored in the log we are creating in this timeframe on guest feedback from client care follow up.

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Second Check-in Date:	3/2/2025	Performance Objective:	CSI at 85% Guest retention at the top of tier 2, 70%
Third Check-in Date:	4/2/2025	Performance Objective:	CSi maintain at 85% Retention numbers at top of tier 2 70%
Fourth Check-in Date:	5/30/2025	Performance Objective:	CSI maintain at 85% Retention numbers from GM reporting at tier 1, 71% or higher
How does your goal align with the dealers' vision?	Retaining guests means they return to the dealership for service, repairs, and potentially future vehicle purchases. High retention ensures a steady revenue stream that supports the dealership's profitability and growth objectives. Our dealership aims to promote brand loyalty, and dealership loyalty. By exceeding guest expectations during service appointments, the dealership reinforces positive perceptions of GM vehicles, encouraging repeat purchases and referrals. This aligns with our vision, on long term growth and increasing our footprint in our local communities in Western Wisconsin Long-term retention in service increases the likelihood of guests choosing the dealership for their next GM vehicle. This aligns the service department's goals with the broader sales objectives of the dealership.		
What are the potential benefits of achieving your goal?	Satisfied, loyal guests are more likely to leave positive reviews and recommend the dealership to friends and family. A strong reputation in service fosters community trust, aligning with long-term goals of market presence and influence. Long-term retention in service increases the likelihood of guests choosing the dealership for their next GM vehicle. This aligns the service department's goals with the broader sales objectives of the dealership.		
What are the potential consequences if you don't achieve your goal?	Guest dissatisfied with service are less likely to return for future repairs, maintenance, or parts purchases. GM ties bonuses and incentives to service department performance metrics, such as customer satisfaction scores. Poor satisfaction could mean forfeiting these rewards. The service department plays a critical role in influencing future vehicle purchases. Satisfied guests are more likely to buy their next vehicle from the same dealership, while dissatisfied ones are likely to avoid it altogether. By not performing in high guest satisfaction ratings we will loose market share to other independent shops and other dealers.		
Why is the goal	As we look to increase our marketshare and add additional dealerships,		

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important to you?	these metrics are extremelly important for two reasons, if not more. GM is putting a huge emphasis on these when paying out incentives, especially moving into 2025. They also look at both of these when we are looking to add additional roof tops. This is also aligns with our company goals and visions on creating guests for life in our smaller markets, our goal to grow both internally and externally are aligned with this SMART goal, as we can not achieve our company goals without a plan to improve in these two areas
Potential Obstacles	Failing to follow up with guests after service (thank-you messages, surveys, or reminders for the next service) reduces the likelihood of retention. Lack of training on processes, lack of trainng on GM Rewards program
Potential Solutions	Increase our client care department and train properly to complete proper follow up. Train our service manager to reach out to all in warranty tickets that are closing to check in personally to see how the experience was. Create video, under 1 minute, that can be sent via DFX to our guests within 24 hours of there RO being closed. This video will show the dealership, service deparment, and provide the service manager a voice over to thank them for coming in and providing direct contact.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	A guests lifetime value includes all potential services, parts purchases, and vehicle sales. Losing a guest over a service issue reduces this value significantly. Acquiring new guests is significantly more expensive than retaining existing ones. We would need to invest more in advertising and promotions to attract new clients to replace those lost due to dissatisfaction.trr

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Hire 1 more Client Care teammate	Increase budge	Sean Horgan	Abiility to follow up on all service closed repair orders	1/2/2025
Complete Video	Video Editing,	Bradley Johnson	Increased	03/1/2024

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for use in DFX from Service Manager - thank you for coming in	DFX assistance in creating or changing the current campaigns	Ken Sanford Sean Horgan	feedback Increased loyalty	Check point 02/02/2025 - final editing to be done after this date and prior to completion
GM Rewards Training	GM rep to come in to train once per month	Bradley Johnson Ken Sanford	Increased loyalty by properly using the rewards system	12/15/2025 - setup training once per month
Offer oil change package to all new vehicles sold	Work with Ethos to come up with this to be setup in the system properly - currently not setup properly	Bradley Johnson Brandon Drew	Increased guest retention after OEM oil changes expire	03/01/2025 Check in 02/01/2025 on proper setup
Change part of our training on the service drive to guest satisfaction - not just performance	Change weekly training course to add guest satisfaction training and phone training	Bradley Johnson -working with Steve Stauning for phone trainng for advisors	Better guest interactions- both in person and on phone	04/01/2025 01/01/2025 Training plan changed 01/15/2025 Get trainng modules from Steve Stauning for voice and phone trainng
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

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Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

> We are putting the proper metrics on our scorecard - service managers will be reporting on this, at the sametime as other performance metrics. CSI and service retention.

Describe any planning or implementation meetings conducted as part of development of your plan.

> Would be with the service manager, client care manager and sales manager
>
> Review and educate why the retention is imprortant to our long term goals. Showing the online survey results, CSI and GM guest retention metrics, what goes into these, and why we are looking to improve
> Discuss common guest concerns
> Create feedback forum for the entire team to put insights into issues and possible guest frustrations
> Review pain paints - service proceesses, communication, waiting area, shuttle services, loaners, staff interactions, technology
> Create action items to have traction come out of the meeting
> Consolodate ideas into short and long term goals
> Assign ownership of each area to increase the traction

Sponsor Signature: _____