

STRENGTHS

1. When there are decisions made , they happen fast.
2. Well trained techs. Great core team
3. New service area . Construction is complete.
4. Good customer base
5. Great location
6. SERVICE ONE is a shop management tool that keeps parts and service on the same page.
7. Management are approachable .

WEAKNESSES

1. SERVICE ONE is a weakness . The service techs spend too much time with data entry. It takes away from actual work time. Improper information being provided to SEVICE ONE.
2. Untrained service advisors. During the 100 RO analysis, 88 were one line . Average miles were over 70k .
3. Poorly trained techs
4. Insufficient diagnostic scan tools per number of techs.
5. Shop is overloaded with work. There is plenty of work but not enough jobs being sold.
6. Techs are working on three vehicles at once.
7. Safety is an issue because of aging equipment.
8. Communication between service writers and dispatch causes issues with work load . Tech time is overbooked.
9. Maintenance menus need to be revised.
10. Accurate MPis on 100% of customers.
11. Dirty shop

OPPORTUNITIES

1. Updated tools and equipment.
2. Training , Training, Training
3. State of the art facility.
4. Communications between advisors and dispatch will better manage work load and loaner cars.
5. Advisors can explain the service process from beginning to end.
6. Phone calls to customers at 10AM,1PM and 4PM.
7. Quick lube at a remote site
8. Service does not mirror sales hours

THREATS

1. Morale is very poor
2. "A" techs are not getting easy jobs at all
3. Techs feel like management will hire anyone to fill a slot . They feel that management sacrifice trained talent to fill bays.
4. Broken and worn lifts
5. No meetings to discuss changes in process with service techs
6. Poor communication
7. Overbooking appointments and unrealistic repair times
8. They don't have the proper tools to do their job
9. Quick lube service center across the street

OBJECTIVES

1. Improve customer pay tickets
2. Establish communication lines between team leaders and service management
3. TRAIN
4. Increase the lines on customer pay Ros
5. Check all lifts and special tools

STRATEGIES

1. We must emphasize the importance of 100% MPIs . We must train on how to present a Green, Yellow and Red menu.
2. We have to increase communication between dispatch and service advisors to control work loads
3. Change shop hours to mirror sales
4. Come up with a plan to give "A" techs a 30,60 or 90K service once a week.
5. Inspect work lifts and special shop tools for quality and availability
6. TRAIN

TACTICS

1. Implement Monday morning debrief to discuss issues with tech team leaders.
2. Change tech pay plans to bonus 85-90 hrs, 91-95 and over 96 to encourage better tech efficiency.
3. Have service advisors come to sales meetings to go over sales tactics with the sales department .

- 4.** We must train service advisors to present needed work with confidence .
- 5.** Search for another site close to our dealership to accommodate quick lube.
- 6.** Train on the SERVICE ONE TOOL in order to increase efficiency.