

Service Department Analysis for PERRY FORD

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Class n337

Student 46

Qualitative Analysis

Strengths

1. Employees time on job higher than average.
2. Large repeat business
3. New building
4. plenty of room for growth in service area
5. Close to large town

Weaknesses

1. Too many one line tickets

2. Techs waste too much time and don't turn full 8 hrs
3. Mainly work on Fords
4. no ads for service department
5. Service advisors not using menus and not up selling
6. Discounts given by service advisors
7. Low Repair order count per day

Opportunities

1. Get more non Ford vehicles in service
2. Large local military base and large companies near dealership

3.Service menus in place

Threats

- 1.In middle of 3 large Ford dealerships
- 2.Local dealers recruiting my tech at higher pay
- 3.Other shops heavy advertising in my market

Objectives

- 1.Improve Tech productivity
- 2.Increase hours per customer pay repair orders
- 3.Menu every Customer
- 4.Multipoint inspection on every vehicle

Stategies

- 1.Keep shop organized and clean
- 2.Advertise for all makes
- 3.Keep techs busy and away from places like parts counter where time is wasted

Tactics

1. Only ticket discounts giving by service manager
2. Turn competitive repairs into more time and labor
3. Increase the number of repair orders per

Action Plan
Completion Date

by whom

Meet with techs weekly	service manager	ongoing
Have tech of the month bonus	service manager	1-1-19
Include shop in Ad budget	general manager	1-1-19
Weekly follow with parts /serv	general manager	1-1-19
Fix computers to no discounting	service manager	1-1-19

Train lube tech for more up sales	service manager	1-1-19
We service all makes sign in lane	service manager	1-1-19

Synopsis

Perry Ford needs to increase the service along with parts sales to overcome the decreasing vehicle gross on the front end of store. The nearest town has a heavy population and advertising for the service department needs to be targeted that way.

Perry Ford putting the menu in place and training advisors on up sales should increase hours per RO as our traffic increases. More ROs will give us a chance for more parts sales and higher hours per ticket.

The service manager is putting in place tech of the week and tech of the month and this will push them to turn in time for a complete day instead of wasting time.

With these changes and ongoing training Perry Ford will make the service department more profitable

and one of the best in the area.