

# Departmental Action Plan

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Class & Student Number: N336-39

Academy Week: Pre-Owned Vehicles Week 4

## **Current situation or challenge you want to address:**

We lost bonuses for brand standards for Pinnacle that specifically focused on mystery shops through online internet sales. We also failed the internet response challenge that we did in class. Our store only sent out an auto-response and never follows up after that. Right now, we don't have a BDC that is responsible for internet leads so the managers and sales team are the first point of contact for anyone who inquires online about a vehicle. This has led to very slow response times or no response at all along with vague emails that lack professionalism and personalization and are not in compliance with Pinnacle. We are missing out on customers and failing to represent our store the way we want to be perceived-as a family run dealership that prioritizes all of the need of our customers.

## **Overall Objective and Specific Desired Results:**

The BDC will be responsible for online internet sales. Their objective will be to set as many appointments for the dealership as possible and ensure the store passes all mystery shop assessments and is in compliance with Pinnacle and EBE at all times.

## **Describe your action plan in detail (be specific and include before and after measurements)**

The BDC will solely be responsible for handling internet leads within 30 minutes of being received during business hours. We have created a process to for all leads in the CRM. The BDC representative will call the prospect if they have provided a phone number, and they will use custom built e-mail templates to keep the message of the dealership consistent and add personalized messages to tailor the response to each customer. All e-mails are compliant with Pinnacle and EBE to ensure brand standards are reached. We have created a thorough 180 day follow up schedule to maximize our reach and with the intent of setting an appointment.

**Timeline:** Describe specific short term and long term checkpoints to monitor progress

We will measure Quarter 3's results for mystery shops and brand standards for Pinnacle and EBE against Quarter 4's to ensure the BDC process is more effective. There is over \$50,000 on the line this quarter if we do not improve our results. Specifically, we will receive 3 online sales mystery shops over the course of the quarter so we will have a meeting and go over each one. We will also document all internet appointments made in our CRM to monitor effectiveness.

### **Meeting with Stakeholders (dealership personnel)**

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. Who: BDC
- b. What: Online internet sales
- c. By When: end of quarter 4 (December 31<sup>st</sup>)
- d. How: Following the process in the CRM and using Pinnacle standards and mystery shops as a guide.

### **Dealer agreement:**

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

The sponsor is aware of how critical it is to improve our online process for customers and reach Pinnacle and EBE brand standards this quarter and the consequences if we don't. Our GM had a meeting with all managers and went over expectations for the quarter-specifically with mystery shops. We received two 0% scores for online internet sales mystery shops. We were given print-outs of our Q3 scores that detailed the areas that were missed so that we can immediately make the changes necessary to ensure our templates are updated to comply and receive a higher score with proper implementation and execution.

