

ATD Fixed Operations 2 Service Homework

- A. **Advertising:** All of our advertising is handled through an outside marketing company by the name of Frankel Media Group. They are responsible for our website design and maintenance. They also do our advertising for parts, service, truck sales, and employment. Each month they send out a parts and service flyers to our customer base. The website is continuously updated to reflect and parts, service, truck sales, and employment opportunities being offered. Our website is also programmed to allow for employment application, as well as request of information about the different positions available. Advertising represents all 16 locations.
- B. **Marketing:** As stated above, Frankel is responsible for marketing and advertising. We are constantly marketing our service department to existing and potential customers as well as marketing to trade schools and colleges for potential employees. The purpose of the marketing group is to create awareness and name recognition and drive new business towards us.
- C. **Facility:** We have two brand new facilities in Atlanta. Both of them are in excess of 56,000 square foot. They were designed from day one to be Certified Uptime Centers through Mack Trucks. Layout and design, as well as tool storage and uptime bays are per the uptime certification process. We must focus our attention on better technician and bay utilization.
- D. **Productivity:** Several items were put in place to increase tech productivity. Items include dedicated parts runners, parts shelves at each bay for parts and core returns. We are trying to eliminate the need for technicians to be at the back parts counter.
- E. **Production method:** I see no changes that need to be made at this time.
- F. **Analyze cost of labor:** Our technicians are paid hourly, we have only 1 flat rate technician.
- G. **Changes in expense structure:** We are not selling all of our hours available. Service department managers are currently reviewing where we can make changes to that. We are also working on lowering expenses. That has been difficult due to new facilities and the cost of moving one of those locations. Expenses are starting to settle in line now.
- H. **No adjustments are needed in pay plans at this time.** We just did a rate survey and adjustment in the last six months. We try to do one every 12-14 months.
- I. **Detail performance programs:** Currently we offer efficiency bonuses. Plans are being reviewed at this time for a different individual and group bonus program.
- J. **Level of current training:** At this time we are current for our mandatory training and have several techs that are almost at master level.
- K. **Special tools:** Being certified uptime requires us to have the mandatory tools and for them to be housed in a dedicated tool room. That tool room is evaluated monthly per Mack guidelines.
- L. **SWOT:** it is listed on a separate page.