

N345

Fixed operations homework

Joe Basil Chevrolet

Bill O'Brocta / Craig Colby

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Joe Basil Chevrolet is a very successful store. We have been in business since 1953 and have grown exponentially. Today we employ over 280 employees and we keep growing. Our owner Jim shares a vision with the management staff and all the employees, and he facilitates the tools for us to succeed. We do realize that our service department is not running on all cylinders and there is much room for improvement. With over 500 new and used vehicle sales monthly and an 85% service retention rate there are plenty of opportunities that roll through our service lanes.

-We feel we do a good job advertising, we have many coupons on our website, we have monthly discount and reminder mailers for New York State Inspections, we have sticky post its that are sent out every other month for our Kwik lube facility, and we also do e-mail blast from time to time.

-Our marketing results showed that Joe Basil Chevrolet is very competitive. Not only with the local manufacturers but also with independent shops. One thing Bill and I took from class was having a board in the service lane to show our customers this.

-We have a very large facility with 34 bays in the main shop, 4 in recon ,2 in PDI and 14 in our Kwik lube building. In saying that our calculations show facility utilization at 37.48% with \$1,066,259 potential. With recent changes in our shop we are confident this percentage will rise. We took our service manager and moved him in the shop to help the proficiency of the techs "real time"

-our technician productiveness and proficiency were sub pare we show them only being 53.10 % proficient hours produced versus available hours. As stated above, we are confident that this will increase with recent changes.

-Our current production model in the shop is conventional, Bill and I have discussed a possibility of some hybrid of a lateral support group system (still in discussion stage)

-we did our analyzed cost of labor calculation and came up with \$279,765 - we do some things a little different at Joe Basil Chevrolet which is we add \$5 dollars per warranty labor hour from 1 to 6 hours and add \$10 dollars for anything above 6 hours, this will affect this number.

-our expense structure is a little high, the largest expense is personnel at 58.58% we are constantly looking at ways to improve this.

-our pay plans for the most part are in line, we recently had some employee turnover with our competition raising the bar on compensation, we are taking this

into consideration and adjusting accordingly. Some changes we have made are adding \$2 per hour for the hourly tech apprentices and we bonus them on any flagged hours over 30

-we track our employees a couple different ways-we have daily e-mails from parts on certain "hot" maintenance parts sales, we have service workbench that is a GM program that tracks MPVI and MENU usage along with CSI from the factory , we also us a Joe Basil Chevrolet weekly spread sheet that shows RO count , labor sales , parts sales average dollars per RO ,shop production, flag hours and clock hours. We also have an extensive EBIS report daily that includes ELR.

-our current training is quite frankly anemic - the GM manufacturer training is the only true formalized training we have for advisors. One positive for the advisors is we recently added BG training that is quite comprehensive. The GM training for technicians is great and all our techs are involved with it. We also have a detailed tech career path that has bogies built in for training standards.

-special tools are electronically cataloged in the parts department and for the most part they are neat and organized.

-100 RO analysis - our analysis shows competitive service is the largest piece of the pie (46.54%) with the largest dollars per RO at \$6338 and most FRH at 70.60, next was repair (34.67%) at \$6262 and 52.60 FRH, last was maintenance (18.79%) at \$1862 and 28.50 FRH. Our ELR target rate is 115.00 and we fell a little short at 95.34. The average labor per RO was 144.63 and average FRH at 1.52 which I feel is a good job. Lastly our largest percentage at 55% is vehicles older than 2014 followed by 2017 at 17%.

Strengths

- Reputation
- Retention 85%
- Technician tenure
- Vehicle sales volume
- Location
- Shop size-bays-lifts
- Apprentice techs
- World class technicians
- Standalone quick lube

Weaknesses

- training
- customer flow (walk-ins) no appointment necessary
- experience of service advisors
- working together in the lane
- helping each-other
- employee turnover
- service lane morale
- lack of positive reinforcement

Opportunities

- proper training
employment recruiting
- team building events
-manufacturers repair time
- employee retention
coming in the shop(time)
- proper onboarding
operation
- thorough MPVI-MENU
pool of potential employee
- proper vehicle walk around
- more time spent with customers

Threats

- other
- large jobs
- hours of
- shrinking