



Financial Management Objective Homework

**Student
Class #**

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Name:

N3261 4

Academy

***I plan to accomplish the following objective
our next class on:***

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by

**Provide the relevant
composite data**

Department	Mont h	Page	Colum n
Service	04/1 7	32	11

Action plan for achieving objective	
What is the area of focus?	Increasing service repair order count for all types.
If we increase the amount of business that the service department handles, we can then be increasing profit and fixed absorption, as well as CSI scores.	
What is the proposed plan? How will you achieve it?	
Utilizing the BDC, we will be aggressively contacting inactive and single visit customers using the lists provided through Service Smarts Online and marketing to customers that have unclaimed balances of customer reward dollars.	
How will you track your progress? What measurements, KPI's? How often will you track?	
Both standard and custom reporting is available on both source websites as to the percentage of Increase. Our DMS and FST will list our repair order count. We will be monitoring on a weekly basis.	
Who are the employees that will be involved, or impacted? Will they require training or assistance?	
BDC personnel, Service Consultants, Lot Attendants, and other service support staff. The fundamental training is in place, all employees may require some degree of a refresher course	

to refamiliarize themselves with the website and how to interpret the information. There may be additional support personnel required to achieve and maintain proper CSI levels depending on the increase in customer traffic.

Is there a cost, or estimated cost for implementation?

The additional cost should be minimal. Most of the marketing will be done via the internet by existing BDC personnel. The success of the program may dictate the need for additional lot attendants to manage vehicle flow and maintain customer satisfaction.

Projected date of completion? 12/31/2017

Jan.	Feb.	March	April	May	June
July	Aug.	Sept.	Oct.	Nov.	Dec.