

Management Action Plan – VO1

Student Name: Ryan Payne

Dealership: Chapman Chrysler Jeep

Class & Student Number: N343-18

Current situation or challenge you want to address (narrow your focus):

The quality of our photos was low and I wanted to arrange the photos in a way more relevant to what a customer would want to see. The details are sloppy and often times behind schedule so the photos are sometimes done out of order and being taken with dirty cars. Pictures were being taken with different lighting throughout the day creating shadows or bright spots.

Overall objective (goal) and specific desired results:

My goal is to have a consistent detail process where all our cars cleaned on time and are presentable. We had recently built a picture booth so I will have all inventory re-pictured. My goal is to train our photographer to take relevant photos and in an order, that highlights the vehicles attributes.

Describe your action plan in detail (including before and after measurements):

First thing to be corrected is the details. I met with the service manager and we decided on the maximum amount of vehicles each detailer could get done in the same day. After that, we met with outside vendors to create back up plans for anytime we would have more vehicles to detail in the same day than we could handle. We met with our photographer and established a minimum standard for the quality of detail. We asked that at the end of every shift for the photographer to bring in the vehicles already pictured and retake them clean and in the photo booth. I spent time going through the vehicle pictures and trained our photographer on how I want pictures posted. For example, if a truck has a tow hitch, we will post that photo in the top ten and if we have Camaro with a performance engine and nice wheels, they should be in the top ten as well. The only measurement we could make was in monitoring detail time. When we started details averaged 2 days but could go much longer if inventory spiked. Since we put in place, a policy of using a vendor when needed the average has dropped to 1.5 day consistently.

Timeline: What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress.

April 15th is implementation date for our picture / detail process. We have a used car meeting every Monday with GM, GSM, Used car manager, Service manager and our reconditioning manager. Every Monday we do a quick review.

Meeting with Stakeholders (dealership personnel):

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

1. Who: Detailers
2. What: Quality and process. They have a maximum amount of cars per day allowed to ensure quality.
3. By When: Immediately

1. Who: Recon manager
2. What: Ensure quality and manage detail timeframes.
3. Accountability: Review every Monday
4. By when: By April 15th

1. Who: Photographer
2. What: Picture strategy. Order of photos and what we are emphasizing.
3. Accountability: Review every Monday
4. By when: By April 15th

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:

My sponsor (our GM) went well. He supported all of my ideas and gave input on how the cars should be pictured. Like stated above he is also a part of the weekly meeting were we review these processes. The Monday meeting was something already in place so it was very easy to include this as part of it.
