

First Time Fill Rate

Vanguard Truck Center of Houston		First time fill rate		
DATE	RO'S	1st Time	Same Day	Day
6/17/2019	10	7	5	2
6/19/2019	5	2	1	2
6/24/2019	12	11	1	0
7/8/2019	5	5	0	0
7/10/2019	18	14	1	3
Totals	50	39	8	7



Rate %
70.00%
40.00%
91.67%
100.00%
77.78%
#DIV/0!
78.00%



Departmental Action Plan

Dealership Vanguard Truck Center of Houston

Academy Week Week 2

Class &

Current Situation

Parts customer experience. Currently lacking any metrics on tracking Parts C potential major issues with regards to customer's daily interactions with our p

Overall Objective:

To be able to track how well we interact and ultimately serve our parts custom

Proposed Timeline

Timeline for implementation will be have this CSI (Customer Satisfaction Inqui 12/31/2019

Action Plan

Pick feedback method, online survey, entice customers to use, raffle and or ice cream chest, get r

Requirements

Meeting with Dealer:

1. Action Proposed: Pick feedback method, pick one store to pilot, cost of blue b Parts Director

2. Meeting with stakeholder(s) (dealership personnel):
Parts manager buy in, initial cost of freezer, get cashier trained on what we need, get the customers to fill out the survey, they then get a code that allows them to email for future correspondence / specials and to build our database. Also can

3. Meet with GM and parts director before end of August. If they buy in, purchase our IT Department to develop survey and make it produce code for ice cream. or weekly scorecard or report on how we are doing.

4. Describe checkpoints that have been established to measure progress:
Daily / Weekly / Bi-weekly / Monthly /
Date(s) for review: once it get's going I would want to monitor the feedback on would say weekly checkpoints to keep the ball rolling.

5. Estimated cost for implementation: \$4500 - freezer, ice cream and IT with the :

Projected Date of Completion:

12/31/2019

Sponsor Signature:

Dustin S

Evaluation of Results: Include measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI / CSI would improve because instead of see problems and handle them in real time. Also, capturing the customer's data is huge and we can future advertisements and the natural tie in to new and used truck sales. The ice cream chest may (what you purchase. Increased CSI, increased sales, people with the choice of where to buy parts w

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customer's experience. We are flying blind to
arts department.

ers.

ry) process in place by the end of the year

results and be able to capture customer data as well as head

sell ice cream chest, get approval from GM &

**PLEASE BE ADVISED
THIS ASSIGNMENT BY
IT'S SELF IS WORTH 100
POINTS.TAKE YOUR
TIME AND GET IT
CORRECT**

ed. The ice cream chest will act as the carrot to
to get free ice cream. We capture their data /
deal with internal problems / issues.

freezer. Work with surveygizmo or others and
Work on how the data comes out, maybe daily

a weekly basis. Up until implementation I

survey.

mith

just doing what we always do and repeating, we could
start to build up a base of parts customers to target in
even be able to be thrown in for free, you just pay for
ill want to get free ice cream with their purchase.