

Departmental Action Plan

Student Name: Angel Maldonado

Class: N319

Student Number: 31

Academy Week: Variable II

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

One of our biggest challenges has been fielding of incoming sales/service calls. We did not have a receptionist for a while so after listening to a few phone calls and a few customer complaints we changed and revamped our whole incoming phone process.

Overall Objective and Specific Desired Results:

Create a better incoming call process for incoming internet leads, sales, service and general calls.

Describe your action plan in detail (be specific and include before and after measurements)

Timeline: June – December 2017

Short Term: Add a receptionist to field general calls. Reconfigure the phone prompts to prompt for:

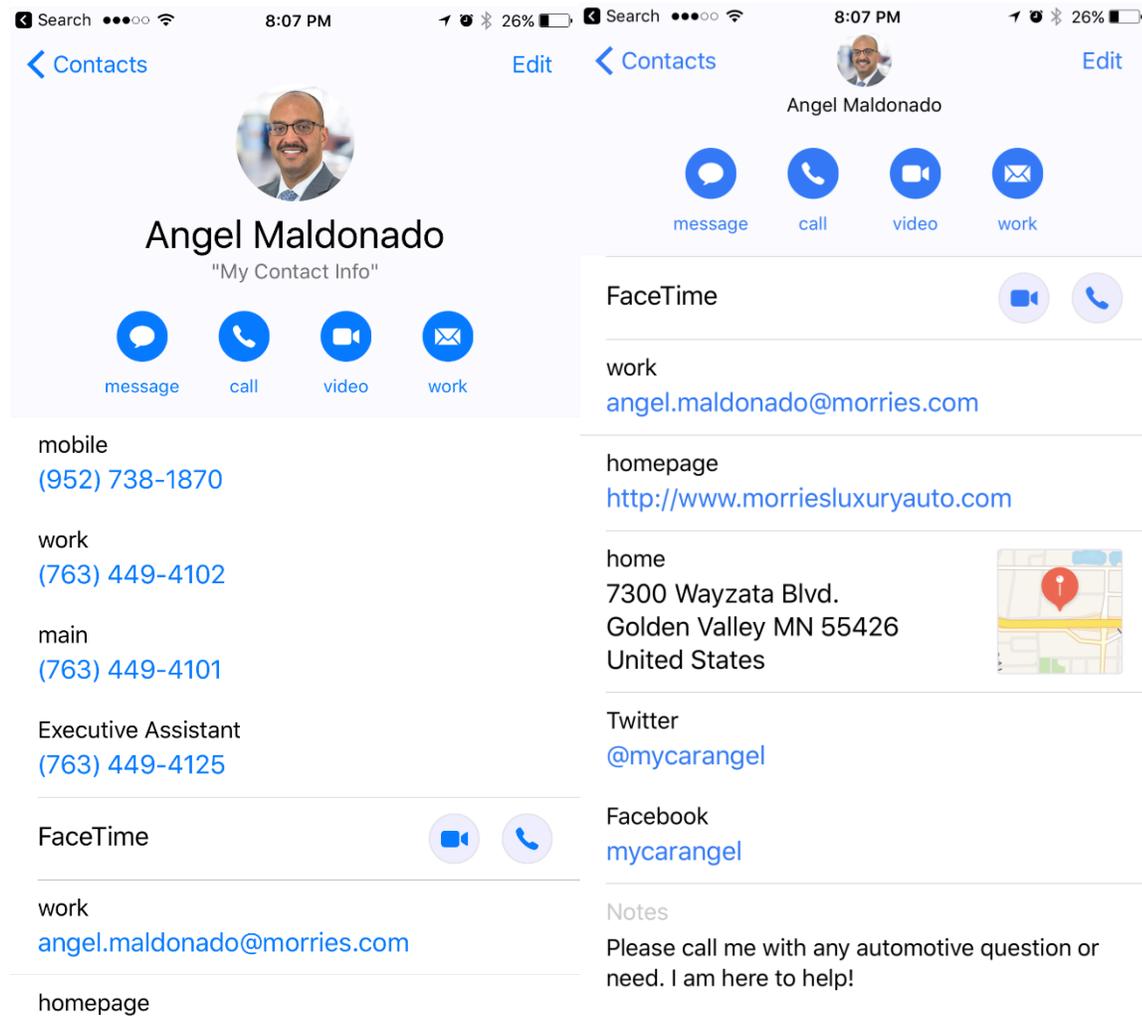
1. Sales
2. Service
3. Other

Dismantled Internet Sales team for a BDC structure. Promoted Internet Salesperson to BDC Manager to help field all internet inquiries and phone calls.

Sales call will now ring to a designated BDC Salesperson rather than an all ring sales call for 2 rings then rings all sales phones as a backup.

BDC Salesperson has been scripted in Jennifer's method to enhance the customer experience by gaining Trust, (especially making small promises and delivering on them). We decided to make it simple and easy to do. We have a digital Vehicle Info packet already prepared that shows some additional information about the vehicle they are interested in and some more information about the BD agent including contact info, pictures, etc. along with a link to maps of our location and some video content about the vehicle if it has been created already. It is set up in our crm and it is literally a click of a button.

The BD agent also created a special contact card in her phone that she can share by iMessage, text or email to the client quickly which includes the complete contact information of the dealership, email, direct dial number, cell phone and most importantly a professional head shot we have made so that the BD agent can, at the very least send over a quality “contact information” here is a sample of mine:



Another significant enhancement we are implementing as part of this action plan is to utilize the “team member” (Salesperson or concierge) will be greeting you when you arrive and we have designated a spot right in front of the dealership. We are having signs made up that say “Reserved for _____” that will be put in the front window of the vehicle. We have been using just printed sheets that say reserved but the team thinks we need to step it up and get something special made up for our clients.

We will have that implemented by July 31, 2017.

Long Term:

We hired a phone monitoring service and training company to help us fine tune the process.

The company "Car Wars" will be implemented by the end of Q3. We decided to incorporate transcription and call alerts so that we can quickly identify issues and get ahead of any problems that would arise by improper phone handling and lack of follow up, etc.

We have scheduled a training for managers on August 15th and Sales training on the 16th – 18th. We requested intensive 1:1 training in phone handling skills and general sales tactics.

We also scheduled follow up training on September 6-8th.

The addition of the monitoring service along with the personnel and process changes should help us increase our lead to appoint ratio significantly.

So far the change from having the phones "all ring" to ring in BDC has helped the lead to sales ratio go up from 19.61% in May 2017 to 25.53% in June

May 2017 Phone

Morrie's Luxury Auto					
New	8	1	12.50%	12.50%	0.00%
Pre-Owned	43	9	20.93%	39.53%	94.12%
Total	51	10	19.61%	26.02%	47.06%

June 2017 Phone

Morrie's Luxury Auto					
New	7	1	14.29 %	28.57 %	100.00 %
Pre-Owned	40	11	27.50%	40.00%	81.25%
Total	47	12	25.53%	40.00%	81.25%

Milestones and Timelines

The plan is to have the processes dialed in by the end of August 2017.

By getting more efficient in call handling and making more appointments that show, we should be able to increase our internet sales ratio for 11.19% in June 2017 to 15% by end of Q3.

The COO, Group BDC director, Store GM and BDC Manager will be meeting Bi-Monthly to create a regular cadence of meetings to ensure the proper processes are in place and more importantly, the processes are being followed. The meetings will continue through end of Q4 and the cadence will be reduced to a monthly meeting between the GM, BDC Manager and Group BDC Director.