

DATE



Border
International

A thick, horizontal orange brushstroke with a textured, painterly appearance, extending from the right side of the text "International" towards the left.

FIXED OPERATIONS 2 HOMEWORK

CLASS 041

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Border International has many ways to keep our dealership name in front of our customers. Couple different things we do are follow ups with estimates where work has been declined, monthly service specials, email blast, we will also be sending annual DOT inspection reminders in the mail. Quarterly customer appreciation cookouts will always be a customer favorite!!



On a monthly basis both the parts and service team will come together collectively with ideas to bring existing as well as new customers in the door. We will produce sales fliers that involve parts sales, service specials, as well as new and used truck discounts. Once flier has been completed, we will create teams from each department to go hit the street and focus on our conquest customers as well as other ancillary business. We will reach out to current vendors that offer training classes and bring them in to help our customers get familiar with services offered by our dealership that will keep their truck on the road. With many changes in personnel have recently had within our service department, customers have been pleased with the continuous professionalism of the service team. As we strive each day to become better and more efficient. Our dealership will undergo some construction in the shop, we will add a desk for the foreman in the middle of the shop where he can always keep an eye on the technicians as well as assign jobs. The changes being made will be keep technicians in their bays more and help bill all hours available to us each month increasing our facility utilization from 57.23% to within standards.

For the month of June, we had 3520 hours available for us to sell and only sold 1907.6 hours making our technicians 54.19% proficient. We will be changing our technician pay plans from hourly to flat rate. Flat rate

pay will be much higher than hourly pay. This will incentivize them to flag more hours in turn produce more sold hours. We will require our service advisors to attend training to use OEM SRT's for all jobs coming through our service department.

COMMUNICATION!! In the past communication to our customers has always been a struggle, new procedures are being put into place to ensure our customers are updated twice daily regardless of the situation whether it be telling them know truck is still on schedule to be finished or we ran into further issues that need repaired. Once truck is released to the customer there will be a follow up call from the service writer within a 48 period to ensure the customer is appreciated.

Border international provides all tools to our employees to become successful, this goes for our technicians as well. All technicians are provided top notch OEM training as well as specialty tools to ensure each job is done efficient and correctly. All specialty tools are locked in a cage and will be checked out by the technician each time a tool is needed. Monthly audits of tool inventory will be done to insure organization and cleanliness of our tool room.



