

NADA

# SERVICE DEPARTMENT ANALYSIS

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Audi Chantilly

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## **Strengths**

1. We market only through Audi and do not lose money to outside marketing companies.
2. Our customer base is growing month over month and year over year. We are also capturing customers from areas that are closer to other dealerships because of our positive presence on social media
3. We have a brand new facility and have recently leased more space for more bays
4. We are the farthest Audi Dealer West of the District of Columbia. The next closest dealer is 17 miles away.
5. The manufacturer has their Headquarters' in Herndon, VA.
6. We have a staff that is new to the automotive business so they have not developed bad habits.
7. In addition we have a seasoned staff that is reliable and is able to train the newer staff

## **Weaknesses**

1. We are over our capacity in the shop
2. The manufacturer is constantly watching over us because we service the vehicles that belong to all the staff at the Audi headquarters
3. Service advisors are only paid on labor, not parts.
4. We only stick to marketing service work on Audis and have not branched off into other brands.
5. Our hours do not mirror that of the sales department.
6. We are short staffed for the number of customers we have.
7. Lack of loaner cars for the quantity of customers.
8. Advisors are also the cashiers so it takes up more of their time
9. Advisors do not follow upon special order parts in a timely manner.

## **Opportunities**

1. Focus on special order parts lists.
2. Day hours only for customers and warranty work while later evening hours could be for internal work, enabling more hours for customer vehicles.
3. Give advisors more authority to correct customer issues, such as “goodwill” cap.
4. Perform a proper walk around on every vehicle every time
5. A fifth advisor would give us the ability to handle more customers and give more individual service to more customers. We would also be able to raise the # of appointments every day.

## **Threats**

1. Customer pay hours per repair order are dropping.
2. There are many independent shops close in the area that have very competitive pricing so we are losing business to them.
3. Pay plans are not competitive for our market.
4. We are asked to do things for the manufacturer such as training, videos, photo shoots, etc. which can interrupt our day to day business.
5. Our location is fairly new so customers do not know that we are here.
6. Appointments are only set before 10:00 am causing customers with different schedules to have to use other shops.

## **Objectives**

1. Improve hours per repair order and effective labor rate.
2. Push technicians to close all completed repair order lines in a timely manner.
3. Take all appointment and non-appointments in and treat them no differently.
4. Perform proper walk around.
5. Close repair order once customer has received the vehicle from service.

## **Strategies**

1. Develop a process for a proper walk around
2. Create new write up form

## **Tactics**

1. Service manager must authorize all discounts over 11%
2. Adjust appointments based on the number of technicians in the shop.
3. Advertise discounts twice a month through social media.
4. Have daily meetings with service advisors to review forecasted CSI and special order parts.

## **Action Plan**

1. Redesigned the write up form.
2. Parts manager sends out daily special order parts reminders
3. Daily service advisor meeting.
4. Raise service appointment capacity
5. Add 5th Advisor to the Service Drive

## **Synopsis**

Adding a new process for writing- up customers for service will enable the service department to upsell other needed repairs, such as dent, sublets, and walk around. It will also enable advisors to mark down what damages a vehicle already has so that customers cannot make false claims, which makes this an area of opportunity for the service department.

Raising the number of appointments that our service department can take in on a daily basis and also changing the drop off times which customers can come in for service will allow for more business. We will not lose customers because our appointment hours end at 10:00 am. Though our shop capacity is already at its max, we still have many opportunities to reach customers who would otherwise take their vehicles elsewhere. We have also recently begun a lease on another off site building that we will be utilizing for service. It will have additional bays for more technicians and detailers. We have the availability to create a second shift to internal work so that we can take in more customer work.

With the few additional items, we will be able to see high gross for the same amount of effort we are already putting forth. Following up on customer's recent visits with checking on the vehicle and/or notifying the customer their parts are here will help increase CSI scores and customer satisfaction.