

Qualitative Analysis

Strengths

1. Great Product
2. Loyal employees
3. Business hours (open 7 days a week and we mirror our sales department hours).
4. Organized department and very process driven.
5. Very little turnover (majority of techs and service writers have been here longer than 5 years).
6. Always top in our district and region with our Sure Critic scores (Hyundai's service CSI score).
7. Great customer service.
8. Adding 8 more stalls to service department by the end of the year.

Qualitative Analysis

Weaknesses

1. Outgrown our property. Moving and parking cars in service is an ongoing problem.
2. Communication between parts and service and porters could be better.
3. Favoritism from management seems to always come up in every meeting.
4. Technology (Need to update all technology throughout the service drive).
5. Not enough stalls to fulfill all the work in a timely manner.
6. Parts department not stocked properly causing longer wait time and return visits.
7. Too much discounting going on.

Qualitative Analysis

Opportunities

1. Adding more stalls to service department
2. More shop meeting to discuss SWOT analysis
3. More training to all employees so as we grow we can hire within
4. We have 4,000 customers in our UIO that are inactive.

Qualitative Analysis

Threats

1. Election year (new people might get voted in to office and things changing, uncertainty).
2. Slowed economy
3. More competition(new dealerships being built, independent repair shops also being built).
4. Competitive pricing (everybody is always advertising aggressive prices)
5. Increase in minimum wage and other wages.
6. Unapplied labor.
7. California labor laws
8. Cost of doing business in California

Objectives

1. Increase RO's written every day (adjusting X-Time scheduler to maximize appointments).
2. Improve on our monthly training (upselling practices, customer service, time management).
3. Improve gross on customer pay repair.
4. Manage all personel hours to make sure we maximizing shop productivity and tech proficiency.
5. Track lost sales and make sure we are stocking parts that should be stocked.

Strategies

1. Weekly shop meetings to discuss
 - making sure we are selling every hour
 - productivity
 - unapplied labor (try to minimize it)
 - discounting parts and labor (eliminate the access to just the service director and parts manager).
 - process to eliminate lost sales

Tactics

1. Marketing inactive service customers
2. Improve technology for service lane (computers, Ipads, wi fi etc.)
3. Have weekly sales meeting discussing productivity and efficiency
4. Review lost sales and outside purchases weekly with parts manager
5. Make it a point to let fixed ops know how much they are appreciated.

Objectives, Strategies, Tactics

Weekly service meetings	G.M.	Feb. 1
Weekly parts meetings	G.M.	Feb. 1
Track lost sales and outside purchases	S.M.	Feb. 1
Study California labor laws to optimize hours and pay	G.M	Feb.1
Eliminate ability to discount service and parts	S.M.	Feb. 1
Adjust pay plans as warranty and parts increase take effect	S.M.	May 1
Input service writers bonus program for upsales	S.M.	March 1
Manage employee hours and eliminate overtime	S.M.	March 1

Synopsis

We have a tremendous opportunity with over 4,000 inactive service customer. Through utilizing HX (Hyundai marketing platform) we came up with an aggressive plan to get these customers back in our service drive. We are sending them a \$30.00 Visa gift card that can only be used at our store.

We are going to upgrade our technology in our service lane. This will allow us to spend more quality time with the customer upselling. This will also speed up our process and allow us to get more people through the drive.

We will be able to monitor these changes through our weekly shop meetings. We will also be monitoring our tech productivity and making sure we are maximizing our hours sold. Customer satisfaction isn't everything.....it's the only thing.