

**Service Homework**  
**Presented By: Kelly Perkins**

***Operation Service Improvements***

- A. **Advertising:** Timeframe: Immediately. Action Plan: Service Menu. My intent is to develop a Service Menu, and make customer calls (in person and email) to raise awareness of our dealership and to keep our name in front of our current customers.
- B. **Marketing:** Timeframe: Immediately. Action Plan: CRM tool. Will continue to champion, Nicole. She is an employee in our dealership that is tasked with developing a CRM list to input into a system to locate new customers.
- C. **Facility:** Timeframe: Immediately. Action Plan: Operation Clean up. We need to work on organizing our current space at each one of our locations. We have 5 bays that are currently being used as storage centers. These need to be cleaned and utilized for work.
- D. **Productivity:** Timeframe: March 31<sup>st</sup>. Action Plan: Review each technicians proficiency percentage, and determine where improvements can be made, through weekly coaching sessions.
- E. **Production Method:** Currently, our production method seems to be efficient. We have other areas we need to focus on improving.
- F. **Analyze Cost of Labor:** Timeframe: March 31<sup>st</sup>. Action Plan: Complete an analysis with the service manager every month ongoing to determine/ensure that our cost of labor stays static.
- G. **Changes in Expense Structure:** Timeframe: Immediately. Action Plan: Analysis of Current Gross Margin percentages on each RO. Set a plan in place to make sure that all service managers are selling labor at a minimum of 65% gross margin. Review reports weekly with service manager.
- H. **Pay Plans:** Timeframe: Ongoing. Action Plan: Every quarter perform a competitive analysis of our market area for tech incentives; to ensure we are attracting the best talent in our market area.
- I. **Detail Performance Programs:** Timeframe: Immediately. Action Plan: Service manager and techs weekly meeting to discuss employee performance.
- J. **Level of Current Training:** We are currently in compliance and have appropriate metrics in place for training objectives.
- K. **Special Tools:** We are currently in compliance with our tool inventory.
- L. **See Next Page for SWOT.**

Strengths

1. Employee Longevity
2. Field Expertise
3. Flexibility

Weaknesses

1. Parts availability
2. Brand Image

Opportunities

1. New Customers
  2. New Technology
- Restructured Processes

Threats

1. Competition
2. Technology
3. Economy