

SERVICE ANALYSIS FOR PRESTIGE DODGE-RANDY DESHLER

CLASS 323 STUDENT 36

STRENGTHS:

1: LARGE AMOUNT OF LOYAL, LOCAL CUSTOMER BASE THAT CONTINUES TO RETURN.

2: VERY SEASONED AND TENURED STAFF WITH MANY YEARS OF EXPERIENCE.

3: CURRENT ECONOMY THAT IS GROWING AT A QUICK PACE AND OPENS OPPORTUNITY FOR GROWTH.

4: NEWLY RENOVATED SERVICE AREA AND SHOP.

5: LARGE COMMERCIAL PRESENCE IN OUR COMMUNITY WHICH OPENS DOOR FOR COMMERCIAL SERVICE BUSINESS.

6: STRONG OWNERSHIP IN PLACE THAT CONSTANTLY PUSHES FOR GROWTH AND EXPANSION AND WILLING TO INVEST ADDITIONAL MONEY TO CONTINUE GROWTH.

7: WILLINGNESS TO LEARN NEW PROCESSES AND POLICIES TO HELP PROMOTE GROWTH.

WEAKNESSES:

1: SERVICE ADVISORS THAT WILL NOT FOLLOW SPECIFIC PROCESSES.

2: STAFF IS NOT HELD ACCOUNTABLE FOR MISTAKES OR UNWILLINGNESS TO FOLLOW PROCESS.

3: INABILITY TO RETAIN EMPLOYEES IN EXPRESS LANE.

4: LOTS OF TIME WASTED IN PARTS DEPARTMENT.

5: NOT ENOUGH TECHS TO KEEP UP WITH WORKLOAD.

6: NO COMPETITIVE PRICING DISPLAYED IN SERVICE.

7: SERVICE HOURS DO NOT MATCH SALES HOURS AND CLOSED ON SUNDAY.

8: TECHNICIANS DO NOT BELIEVE THAT ADVISORS MANAGE THEIR TIME EFFECTIVELY.

OPPORTUNITIES:

1: ECONOMY THAT WILL SUSTAIN CONSISTANT GROWTH WITHIN THE SERVICE DEPARTMENT.

2: MANAGEMENT IN PLACE IS WILLING TO LOOK AT NEW OPPORTUNITIES AND PROCEDURES TO INCREASE GROWTH.

3: INCREASE SERVICE HOURS.

4: PLACE COMPETITVE PRICING BOARD IN SERVICE.

5: PLACE OEM PARTS DISPLAY IN SERVICE.

6: PLACE TIRE DISPLAY IN SERVICE.

THREATS:

1: VERY COMPETITIVE LOCATION WITH MANY LOCAL INDEPENDENTS WITH-IN A PROXIMITY.

2: SERVICE ADVISORS THAT DO NOT SEE VALUE IN INSPECTIONS AND DO NOT HAVE A GRASP ON THE IMPORTANCE OF RETENTION.

3: INABLITY TO HIRE NEW STAFF TO HELP KEEP UP WITH ADDITIONAL DEMAND.

4: CONTINUED SERVICE COME BACKS FROM EXPRESS LANE.

5: TECHS THAT DO NOT HAVE RESPECT FOR SERVICE MANAGER.

OBJECTIVES:

1: IMPROVE MORALE IN DEPARTMENT AND TRY AND GET TECHS AND ADVISORS ON SAME PAGE.

2: DECREASE AMOUNT OF 1 LINE ITEM RO'S.

3: INCREASE RETENTION.

4: IMPLEMENT PENALTY FOR INCOMPLETE INSPECTIONS.

5: INCREASE TECH EFFIENCY.

6: HELP EXPRESS LANE OPERATE MORE EFFICIENT AND INCREASE TRAINING LEVELS FOR TECHS.

7: INCREASE ALIGNMENTS AND TIRES OUT OF EXPRESS LANE.

STRATAGIES:

1: IMPLEMENT NEW PROCESSES TO HELP TECH OPERATE MORE EFFECTIVELY.

2: ONE A WEEK SERVICE MEETING TO HELP BUILD RELATIONSHIPS BETWEEN STAFF.

3: OFFER COMPETITVE PRICING BOARD AND ENSURE THAT OUR PRICING IS COMPETIVE WITH LOCAL INDEPENDTS.

4: DISCUSS WITH CUSTOMER BASE OUR WILLINGNESS TO WORK ON ALL MAKES AND MODELS.

5: DO A TIRE INSPECTION AND ALIGNMENT INSPECTION ON EVERY CAR.

TACTICS:

1: IMPLEMENT PAY PLAN CHANGE FOR SHOP FORMEN TO INCREASE PRODUCTIVY FOR SHOP.

2: HAVE SERVICE AND PARTS MANAGERS MEET WEEKLY TO REVIEW PROCESSES AND EFFICIENCY.

3: OFFER SPIFFS TO EXPRESS LANE TO HELP DECREASE THE AMOUNT OF 1 LINE ITEMS RO'S THAT THEY PRODUCE.

4: PUT BONUS PROGRAM IN PLACE FOR TECH'S TO INCREASE PROFICIENCY.

5. PUT MORE EFFECTIVE ADVERTISING PLAN IN PLACE TO INCREASE NEW BUSINESS.

ACTION PLAN:

TASK DATE	BY WHOM	IMPLEMENT
SERVICE MEETINGS WEEKLY 1.2017	PARTS AND SERVICE MANAGERS	AUGUST
DEVELOP SPIFF PROGRAM FOR EXPRESS LANE	SERVICE MANAGER	SEPTEMBER 1,2017
LOOK AT HOURS OF OPERATION	SERVICE MANAGER	AUGUST 1, 2017
FORMAN PAY PLAN CHANGE 1, 2017	GM/SERVICE MANAGER	SEPTEMBER
LOOK AT OTHER ADVERTISING OPTIONS 1,2017	GM/SERVICE MANAGER	AUGUST
INSTALL COMPETITIVE PRICING BOARD	SERVICE MANAGER	SEPTEMBER 1,2017

SYNOPSIS:

Our service department operates effectively. We have some process changes to implement that will drastically help increase gross profit within the department.

It is very evident that due to a lack of inspections that our 1 line item RO's are extremely high. With a process change here we can expect consistent growth.

With an extension of service hours, we can try and attract new customers.

With a competitive pricing board, we can help open customers eyes to the importance of servicing their vehicle with an OEM and let them understand the value of allowing us to service it.

Our service advisors need additional training to help them operate more effectively and have better time management. They also need to learn the value and long-term benefit of a complete inspection.

With some consistent changes in these areas our gross profit and retention should see consistent growth and ensure our growth with-in our market.