

NADA ACADEMY FIXED OPERATIONS 1 - PARTS

WEEK 1: ACTION PLAN

What will you do differently as a result of what you learned in this section?

I will work with our I.T. and Marketing Departments to improve the overall functionality of our current website in relation to Parts. Currently, we have a "Service and Parts" tab. I am going to change that to have a "Parts" specific tab to allow our Guests to locate it easier. We also currently require a part number to get any info or pricing on Honda parts. This I believe forces the Guest to look up the part number and they will most likely buy it somewhere else because it easier. I am going to have that changed to where they can just type in what they are looking for and submit a Part request and an opportunity for our Parts Department to reach out to them.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

Our website will continue to be a sore spot that actually sends potential customers to Amazon or other websites to buy their parts. I found that when I had to Google a part number, it was easier just to go to another source for my parts needs. Making these changes will make it easier for people to navigate our website and submit a parts request from us. This will in turn drive more traffic and give us more opportunity for over the counter parts sales. The consequences will be to continue to lose business to other online parts retailers.

What obstacles might you encounter and how will you overcome them?

Potential obstacles would be resistance to change by those that I will require to assist me in making the changes, making the time to get the goal accomplished and overall ability to get it done. I will overcome these obstacles by being relentless in accomplishing the goal. I will force my set to make time to do this and set deadlines for the timeframe for completion. Without deadlines these will just be suggestions.

Identify the first few steps and the people who can help you with them.

I've already started by reaching out to Eric Sjolín in our Marketing Department who is assisting me with removing the need for a part number for a parts request. He is actively assisting with that already. Next will be to have a separate "Parts Tab" implemented. From there I will work with Eric Sjolín in Marketing to continue to fine tune and improve the functionality of the website. I will also need the assistance of I.T. for some of these website changes as well. Eventually I would like to have it to where we can have "clickable" parts icons to navigate in our website. That would be the "long term" end goal.

Start Date: I actually have already started the process.

Completion date: I will have the removal of the need for a part number by the end of this week. I will have a separate “Parts” tab by the end of June 2020. I will have “clickable” parts icons by the end of August 2020.