



Strengths

Recently developed new team & structure with a better morale and shop culture for this Department.

Recently hired Mike T. as our New Service Manager April 15, 2017. Has a long history with BMW service

Great Dynamic-duo with our two Service Advisor's:

Jeff H. is an older, very experienced and relationship oriented with many repeat/frequent customers.

Kevin S. is younger and a softer approach with customers. He has great whereabouts with technology and the "BG Products" we offer for sale in the drive.

The Experience in the Shop is growing. In the last 90 days, we have been able to secure an "Internal/Recon Technician" along with a "Heavy-Line GM Certified Technician" and another "Heavy-Line CDJR Certified Technician". Each hire has been some of the best in this Dealership's 6-year history.

Allocated more shop space by building an exterior "Tool Crib/Shed" for excess engine dollies, fluid containers, take-off wheels, etc. Also, relocating the Tire Breakdown machine and Balancer to a more efficient separate area outside of shop.

Upgraded our DMS from the old Reynolds-Reynolds Blue screen to the modern "ERA-Ignite".

Weaknesses

CSI is not at a level the Dealership finds acceptable.

Service hours of operation do not mirror those of the Sales Department.

1-2 Older senior employees have negative attitudes/outlooks on Department. Have had one or more multiple warnings for work quality, workplace disruption or disrespect to other employees.



Back Parts counter wastes time in the shop and can impede a technicians proficiency levels.

Use Manufacture based marketing, otherwise marketing is non-existent (Internally)

No Service Drive Greeter/attendant upon arrival
Better Phone management from receptionist to BDC to Advisor. Need a better process/training.

Opportunities

Growing Market with New ownership of Nearby Dealerships.

Start Advertising to our Markets "Coupon Clipper" no matter the vehicle.

Service Drive Greeter / Attendant.

Digital Advertising (Social Media Campaigns)

Establish a solid Sales to Service Handoff.

Look at Store Hours for potentially more business opportunities.

Threats

In our market, we have New Ownership coming in and making store renovations. The Advertising is more aggressive and we must keep up with our surrounding competition.

Not keeping CSI a central focus and losing customers.

Need to work for the customer and not against the customer.
Sometimes we forget to take care of the customer equally as if it were our very own vehicle.

Ability to address the more technical technological problems with modern vehicle concerns.



Objectives

- Improve gross on Customer Pay RO labor sales
- Improve gross on Customer Pay RO Parts sales
- Improve motivation of technicians during slow times.
- Increase number of daily RO's written
- Track Lost Sales alongside the Parts department.
- Improve Technician productivity, efficiency and proficiency.

Strategies

- Increase number of hours produced by shop foreman.
- Improve Internals to be lower cost and faster turn.
- Sell more parts, take-offs, Shop excess equipment on Craigslist
- Really work and improve Quick-Lube Process.
- Discuss lost Sales with both Service & Parts Manager to implement going forward.
- Improve the Technician Break-room to a better training/work place for ALL Service Personnel.
- Track and Monitor service BDC on appointments/schedules/buybacks etc.

Tactics

- Advertise more effectively to gain back market share.
- Monitor Team/Shop morale to ensure a positive productive workplace.
- Adjusted Foreman pay plan, need to monitor and watch his productivity going forward.



Look at team/shift related scheduling for Service Employees

Monthly recaps with Parts & Service Managers to go over productivity, forecasting, year-over-year

Objectives / Tactics (New Management)

1. Re-configured SPG to utilize our \$130.00 labor rate to maximize sales/gross profit. Note: this had not been done since 2011
2. Implemented daily estimate sheets to be filled out by technicians and used by advisors to maximize sales and enhance customer experience
3. Hired and removed employees to better execute department processes to promote overall fixed operation goals
4. Incorporated pay changes to secure shop efficiency and strengthen team leadership
5. Restructured training schedule/ to enhance employee knowledge/skills in order to elevate customer satisfaction and retain current clientele
6. Applied CSI process/procedure to amplify customer awareness and heighten overall department scores
7. Executed marketing plan that targets multiple GM vehicle/customers not sold by dealer to raise sales opportunity

Synopsis

With the recent major changes within our Service Department, we are very excited to see the forecasted growth and projection of Simi Valley Buick GMC. Not only management is new but the shop has seen 4 quality



technician hire's. Morale is more positive than ever and the shop itself has taken a good transformation from years prior.

The surrounding competition has been evolving recently. Dealerships have experienced change of ownership with aggressive marketing and pricing. More Independent repair facilities have also come into our market. Next step going forward is attacking with "Data Mining" advertising with "CSSR" alongside the GM Manufacture campaign's.

Re-enforcement of Training and CSI scores has certainly create more due diligence and urgency among all Service Personnel and their day-to-day processes.

Gross Profit should show growth with the new hires having adequate knowledge & experience to get work out. Especially more customer pay, heavy line work. Along with getting work out faster and less comebacks will help raise CSI scores. High Proficiency in the shop will result positive in many aspects to the Service Department.