

Service Department Analysis for Steve Landers Kia

Dave Cerutti N363

Strengths:

1. Young Enthusiastic team eager to learn
2. New facility and equipment
3. Local support with good dealer reputation
4. Local amenities to support customer wait time

Weakness:

1. Young staff lacks experience
2. New Facility starting to build business
3. Customer follow up is bad
4. Customer complain no one answers the phone
5. Service hours short compared to sales hours
6. Poor organization skills
7. Bad CSI with in experience
8. Poor communication with customer's
9. Technician not utilizing tools such as my karma to show customer issues
10. Need more techs

Opportunities:

1. Training for technicians to use all the tools available to them
2. Training for advisors to utilize my karma to sell more hours
3. Train staff front to back on customer treatment for improved CSI
4. We have the chance build the business monthly
5. Extend service hours to accommodate customers

Threats:

1. Pandemic threatening business again.
2. Growing pains not being able to take care of customers
3. Upset customers not coming back
4. Turnover
5. Competition

Strategies:

1. Take advantage of corporate trainers to improve our staff
2. Offer spiff program for over the top customer service
3. Weekly shop meetings to recognize top employees
4. Replace employees that don't improve to meet requirements
5. Hire more techs

Action Plan

Action

Person

Date

Advisor Training	John K.	8-15-2020
Tech Training	Mark M.	8-15-2020
Spiffs	GM/Service manager	9-1-2020
Adjust hours	Service manager	9-1-2020
Improve CSI	All staff	9-30-2020

