

## SERVICE OPERATIONS ASSIGNMENT – ACTION PLAN

S Specific
M Measurable
A Achievable
R Relevant
T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?  
 Example: "I will decrease my 5K run time from 30 minutes to 21 minutes by June 15, 2020."

**S M T**

I would like my service dept to generate more sales to where it will increase our gross profit by 5%. I would like this goal to met by October 31st.

How does this goal align with or support your dealer’s vision?  
 What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don’t?  
 Why is this goal important to you?

**R**

Our service department is always profitable but there is always room for improvement and we can always be better which is why its good for us to set goals to be sure that we do just that, become better & do more. Our dealers vision is obviously to be as profitable as we can be in all aspects of the store so meeting this goal would most definately support that. The disapointment of not achieveing this goal is a consequence in itself, in my opinion but if we arent able to it wont hurt us as a company. This goal is important to me because it shows that we are striving to do more and not settling with being average.

**FIXED OPERATIONS 2 – SERVICE**

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve?

For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.



SPECIFIC ACTION/ STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECK POINT DATES
Hire 2-3 more techs	Social media Interviews Sign on bonus	Management	Techs hired	Start: September 30th  End: October 31st
Training of any new implemented processes	Role play; meeting with department	Service dept management	Trained staff	Start: October 1st  End: October 10th
Video diagnostic recap for customer viewing	Tech cooperation; iPhone or iPad	Techs	More satisfied and understanding customers	Start: October 1st  No plan to end this newly implemented process.

## SERVICE OPERATIONS HOMEWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?

**S M A T**

I will track my progress by holding end of the week meetings with our service dept techs, advisors and management to recap the challenges and successes we have faced and achieved.

Potential Obstacles?

**A**

I think obstacles may come with receiving slight pushback from current technicians in regards to the recap video of the customers car. I think their argument will be that it already takes them long enough, adding this as a required step in our process will just make it harder to turn cars.

Potential Solutions?

**A**

I think that we will have happier and more understanding customers if they receive a video that lays out any issues found from the tech himself. Many people don't understand the language and it would be nice for people to be able to take their diagnostic home, if you will, so that they are able to revisit any issue and not come back because they didn't understand something or forgot something the advisor said to them, etc.

**BOTTOM LINE!** What is the financial impact (expressed in dollars) of achieving your goal?

**S M R T**

If we achieve our goal we could potentially be looking at a \$10,000-\$15,000 increase in gross profit.

**CONGRATULATIONS!** You've accomplished your goal! You added or adjusted policies, procedures, and behaviors. Now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

**S A**

Monthly department meetings will be held to ensure we aren't falling back into old habits and/or not abiding by newly implemented processes and procedures. I will also make it a point to conduct mystery shopper exercises to make sure everyone is doing their part to make our department more profitable and meet our month end goal.