

# **FIXED OPERATIONS 2 SERVICE HOMEWORK** **(HEAVY TRUCK)**

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1. **Advertising/Merchandising**: We generally publish weekly and monthly promo flyers for parts specials. Along with that we insert our monthly service special offering. It's normally a "quick" service item such as alignment, oil change, brake job, etc. Something quick to get them in and obviously with upsell capabilities!
2. **Marketing**: Our service marketing is our largest weakness in my opinion. We spend a ton of time, money and effort marketing parts and new/used trucks but fail to market the segment of our business that is liable for one of the largest absorption factors per industry standards.
3. **Facility**: We are currently operating in a temporary facility with 4 bays. We will be moving to a new facility currently under construction with 20 bays. Our utilization at this point is way over the 100% mark due to the constraints of our size. On any given day, we will have the shop full, a tech working in the wash bay and a couple more working outside. Our limitations at this point is the size and layout of our current facility
4. **Organization and Production Methods**: We currently organize our workflow through the shop via technical abilities as not to discourage our seasoned technicians. With regards to production, if we have a tech that just wants to do driveline work, we push those jobs to him, same with PM's, and engine jobs.
5. **Cost of Labor and Gross Profit Structure**: This information is not accessible from my business manager.
6. **Detail necessary changes in expense structure**: This is a topic we pay attention to on a daily basis. We have centralized buying and vendors we use at all of our stores for tooling, shop expendables, etc. There is always room for improvement and we are always looking for ways to improve upon our current methods.
7. **Detail performance enhancement programs**: We are currently in the middle of implementing the DECISIV program into our service departments company wide. DECISIV gives us the ability to track all

**communications with the customer, set up time triggers for when the customer should be contacted for an update, track parts on jobs, real time viewing of the RO by anyone in our business unit, etc.**

- 8. Training Programs: Honestly, through Kenworth, we couldn't ask for a better program. They have an online system easily accessible by the techs as well as classroom training. Kenworth of Louisiana is proud of the fact that we employ more Master Techs than any other Kenworth dealer in the nation!**
- 9. Condition of special tools: Since the region I am responsible for is fairly new to our dealer group, the tools in my area are all still fairly new and in great condition. Tooling is something we never have to beg for from leadership. They have a great understanding and they trust that if I say we need it, we get it.**