

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**

We will increase our customer pay ELR from \$90.80 to \$100 by 1/30/21.

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

The benefits will be in increased gross profit for the service department.

Consequences will be continued lower grosses in service.

This goal is important in establishing fixed ops as a money generating department within the dealership, as opposed to a department that just "gets by"

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
Reduce discounting	manager approval for all discounts	Service advisors and cashier	Increased ELR	Starting 11/16/20. Checking in weekly to evaluate.
increase tech proficiency	manager oversight of dispatching	techs, service manager	increased proficiency	starting 11/16/20 checking in weekly
Impliment advisor spiff contest and award \$ to advisor w/ highest monthly ELR avg.	money from ad budget	advisors	increased CP ELR	starting 11/16/20 Checking in monthly

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

weekly meetings with service manager on monday to review past week's performance. weekly RO analysis by physically pulling RO's and spot checking labor rates.

Potential Obstacles?

A

finding time to meet with service manager

Potential Solutions?

A

Allocating 30 mins after shop closes to review performance with service manager on mondays.

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

S M R T

\$115,699 annually added to the bottom line. (524 CP ROs per month(avg) x 2 hrs/RO avg = ____ x \$9.20 additional = _____)

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

Continued maintainance. Continue weekly meetings on department performance and incentivize service advisors to maintain high CP ELR