

# SWOT

## STRENGTHS

- We are the only Volkswagen dealer with in a 2.5 hour drive
- We gain other brand vehicles to work on like Audi, Porsche, BWM ect.
- Good customer feedback and returning customers for service
- Over 70 years of combined technician experience
- We are a new facility and customer are "WOWed" when coming to the dealer

## WEAKNESSES

- We can use another trained VW tech
- Part availability not always available
- Covid 19
- Our veteran techs are getting to old
- Parts taking too long to get parts out to tech for jobs

## OPPORTUNITIES

- Availability to get parts a lot faster especially on other makes
- Work on getting Audi certified
- Create return customer relationships
- Provide more exceptional service to customers

## THREATS

- Other repair facilities in our local area
- People working on their own cars
- Youtube mechanics
- Aftermarket parts on the internet (amazon, parts geek, rock auto)

## OBJECTIVES

- Motivate technicians with spiffs to keep work alive
- Improve hours per RO
- Work on accurately filling out multi point inspections
- Hold meetings with techs, advisors, and parts dept.

## STRATEGIES

- Mystery shop other shops to be more competitive
- Talks with techs each week on proficiency
- Analyze all invoices every day and inspect for emails, and discounts

## TACTICS

- I will analyze every RO for each day and inspect for emails and up to date information
- Any coupons or special offers will be authorized by me
- Have a meeting twice a week with service and parts

## **ACTION PLAN**

<b>TASK</b>	<b>ROLE</b>	<b>COMPLETION DATE</b>
Come to work earlier to complete day before invoices inspection before opening.	service manager	every day
Mystery shop to become more competitive in our area	service manager	11/20/2020
create a better spiff program to increase gross more effectively	service manager	11/20/2020
install a dry erase board with tech proficiency on it	service manager	12/01/2020

## **SYNOPSIS**

It is obvious that one of my main concerns that tech proficiency is a number I want to raise and maintain. That will be done with service manager hosting meetings weekly (5-10) minutes on discussing ongoing jobs throughout the day, and jobs coming in the next day. This will improve efficiency and shop flow. Keeping the techs and parts dept. in good communication status will also improve customer satisfaction.

The communication for scheduling will start with service advisors. Once a scheduled appointment is made, there will need to be communication with parts for parts availability for that appointment if necessary, and communication with techs so they have a heads up on jobs coming in. The service advisors will maintain communication with techs to constantly stay updated on customer's vehicles. The advisors then will keep customer updated with any updated information.

The service manager will focus on creating a new spiff program so that there is no huge money loss. I am working on setting a goal to achieve a spiff. The goal will be set like a temperature thermometer. Once the thermometer reaches its set goal, that's when there will be available spiffs. (just a brainstorm)

Becoming a service manager with guidance from NADA and other service managers within Lawrence Hall has been more than a blessing to me and my family. Experiencing a manager position during a pandemic and still making a profit has been a challenge, but also a well learned experience.

Gaining customers and keeping customers is always what we strive for. We are growing and building for our future of business and customer satisfaction for a better tomorrow.