

McCarthy Chevrolet Lee's Summit

NADA Class 378

SMART Goal

Service Department: Customer Pay RO

We will increase our customer pay dollar per RO by 12%; from \$414 to \$463; with the utilization of I-Service. (I-Service is a video multi point inspection tool, that utilizes video technology and sent to customer). We will monitor the results by utilizing the I-Service report and our Service Advisor Performance report out of Reynolds. We expect to see the increase by the end of February.