

**SERVICE DEPARTMENT
ANAYSIS
ST. ANTHONY MOTORS**

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FIXED OPERATIONS 2
SEMINAR 26**

Quantitative analysis - strengths

1. technician is factory trained, two of our technicians are GM ASEP graduates.
2. dealership has tools that are specifically developed for GM vehicles which make diagnostics and repairs move efficient and accurate.
3. Very loyal customers, 88% customer retention after sales of vehicle that return to the dealership for service.
4. friendly staff that has years of experience at the dealership from sales to the office staff to the service and parts.

Quantitative analysis - weakness

1. limited space, we have no alignment rack which is a huge loss, our building was built during wwii.
2. Customers are very hesitant to do maintenance at least the older customers, they have not been advised to the importance of doing it in the past.
3. A large portion of our customer base is 65 plus and are passing on.
4. Service dept is only open Monday- Friday. Sales is open Saturday 9-4. Local by law does not allow Sunday operation.
5. No service drive in the building is a challenge.

Quantitative analysis- threats

1. Our biggest threat as of late has been covid-19 it has been hard to control this but following protocol and teaching staff and customers has helped.
2. Not meeting customers' needs and comebacks are our biggest threat, cost the dealership money and the technicians.
3. Parts backlog, not due to our department. Parts availability nationally is a big problem that we cannot control.
4. Multiple small repair facilities have popped up.

Quantitative analysis= opportunities

1. Idaho is one of the fastest growing states and our community is part of that growth.
2. There are plans in the works for a new store that is going to be built, property has been purchased on a major highway in our town so exposure to more passersby will be greater.
3. If we were open on Saturdays it would allow us to provide services to our customers that may be going elsewhere.

Objective:

1. Increase labor sales , to allow for cost of increased overhead of the new store.
2. Decrease the number of one line repair orders.
3. Provide motivation of the technicians monetarily and verbally.
4. Reduce the amounts of discounts given by the service advisors.
5. Provide better repair orders to technicians with better information.

Strategies:

1. Plan demonstration to the service advisors how increasing repair order labor, upsell 3\10 will increase the pay and technician hours.
2. Get with general manager to propose plan of implementing service department operations on Saturdays.
3. Train service advisors to use the provided GM maintenance schedule.
4. Plan with general manager a way to train service advisors on selling as well as writing better repair orders.

Tactics:

1. Weekly meetings with technicians to talk about concerns and praise them for good work.
2. Require a 10% maximum of 1 line repair orders and hold service advisors accountable.
3. Provide training for the service advisors.
4. Required manager authority for discounts.

ACTION PLAN

Tasks	Roles	Date
Open the service dept. on Saturdays 9-3	Service manager parts manager	5.1.21
Consistent weekly meeting with the techs	Service manager	2.1.21
Meet daily with parts manager to check on parts that are back order and convey to customer on the timeline better	Service manager parts manager	2.1.21
Adjust technician schedule to allow for a Saturday rotation for new service hours	Service manager	5.1.21
Provide a training plan for service advisors on up sell and utilizing better repair orders	Service manager	4.1.21
Remove the ability to give discounts from the service dept without manager authorization	Service manager	2.1.21

Synopsis:

The past year has been incredibly challenging as a new service manager and having to deal with covid-19, and shortages of vehicles and parts in the automotive industry. It has provided opportunities to increase relationships with customers and meeting their vehicle needs as well as health and concerns for safety.

Noting that we are not open on Saturday and that we are losing work and customer have been overlooked. The addition of labor sales and convenience for our customer is a priority and will be addressed before tourism season to increase profitability. Increased profitability translates to more labor hours for technicians and service advisors which ultimately means more money.

Training the service advisors is also going to be a priority, as they are the face of the service department. Providing both better information to the technician for repairs and providing the customer the information for maintenance will benefit all parties. Increasing the labor hours will provide confidence that investing in the new store is the right direction and will be successful.