

# Departmental Action Plan Template

Student Name: **BRANDON HALE**

Class & Student Number: **8-323**

Academy Week (Var II):**5**

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

We are setting too many appointments that are not solid. It seems the CCR is booking appointments but really parking leads. To many of these are not showing up.

Overall Objective and Specific Desired Results:

**The objective is getting more people to show.**

**1. Inbound**

**2. Outbound**

**3. Lease Retention**

**4. Internet**

Describe your action plan in detail (be specific and include before and after measurements)

- 1. Use call review and have Managers monitor and listen to all appointments that are made. This will increase the integrity of what the CCR is setting.**
- 2. Any appointments that are made the do not show will be called back by a Manager.**
- 3. All appointments will be confirmed by Management when ever possible.**

- 4. All appointments will get an ICAL attachment to be added to the customer's calendar they use on the mobile device.**

## Timeline:

**These check-points will be weekly. We will check in on the CCR's and the GSM will check in on the Managers involvement weekly and monthly. We will publish which CCR has the highest appointment show ratio monthly.**

## Meeting with Stakeholders (dealership personnel)

**The state holders in this plan:**

- a. BDC Director**
- b. Internet Manager**
- c. Sales Managers/GSM**

**These stake holders will be required to monitor performance for their individual teams. The BDC Director will train the CCR to make sure an ICAL attachment gets sent on every appointment that is made. The BDC Director will review with the CCR's weekly shows and appointment set ratios. The sales managers will learn and get trained on "Call Review". They will then be held accountable to also train the sales people who make appointments outside the BDC and we will monitor the show ratio for the sales reps. The Managers will be paid a participation bonus on overall closing and show ratios. This will be completed by January 31 2018.**