

# Departmental Action Plan Template

Student Name: Auntwan ARMSTRONG

Class & Student Number:323-03

Academy Week (Var II):

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

High number of confirmed appointments, that don't show for appointment.

Overall Objective and Specific Desired Results:

Increase show rate on confirmed appointments.

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

Increase management involvement on follow up calls on appointments for the day. Have the sales manager as well as the BDC manager making follow up calls on appointments for the day. Have the manager give the customer more than one option on setting an appointment and follow up with an email as well as a confirmation phone call. Follow up with the customer at least one hour before the appointment to make sure customer has directions and contact person's information.

## Timeline:

Describe specific short term and long term checkpoints to monitor progress

Check appointment log every 30 minutes to update confirmed and non confirmed appointments. Follow up with missed appointments to set new appointments with better confirmed times and dates

## Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines / Accountability / Monitoring process

Desk managers have to be more involved with the complete follow up process as well as the confirmation process with appointments. Change BDC manager's pay plan to reflect a higher percentage for showed appointments vs just confirmed appointments. Have a penalty for both departments, sales and BDC if showed appointments continue to be low. This process should be completed by January 1, 2018.

- a. Who: BDC manager, New and Pre-owned director and GSM
- b. What: Increase shown rate of appointments
- c. By When: January 1, 2018
  
- d. How: Daily meeting with BDC director and new and used sales directors to go over appointments for the day. Having BDC manager contact customer 30 minutes before a scheduled appointment, and if the appointment doesn't show, call the customer 30 minutes after the missed appointment to reschedule.

## Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

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