

Service Department Analysis for Prime Toyota Route 2

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<p style="text-align: center;">STRENGTHS</p> <ol style="list-style-type: none"> 1. Large Customer Base 76.3 active customers 2. We have good tech efficiency @106% 3. Morale is strong in the Service Dept. 4. We have room to grow our customer Data base 5. We are implementing video mpi for clients 6. Absorption is currently @ 76% 	<p style="text-align: center;">WEAKNESSES</p> <ol style="list-style-type: none"> 1. Low MPI 2. No parts display for Service upsells 3. No 4. Need better retention tools for inactive clients 5. Approachable
<p style="text-align: center;">OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Increase the MPI 2. Work on all makes/models 3. Getting more clients 	<p style="text-align: center;">THREATS</p> <ol style="list-style-type: none"> 1. If we don't increase the MPI and change with times transactions will not be smooth 2. If we are not approachable and not friendly it will affect our clientele basis. 3. Current large dealer is 20 minuets away and they are one of the highest absorption dealers/retention keepers around.

Objectives / Strategies / Tactics

Objective

1. Improve on Multi point inspection to increase more hours sold.
2. Find a training solution for advisors to assist in customer relations.
3. Include line items on repair orders
4. Pay attention on declined work.
5. Not mileage in and out

Objectives / Strategies / Tactics

Strategies

1. Enforce the MPI and inspect the results
2. Implement a team to contact inactive clients
3. Shop meetings with technicians to show success
4. Training for advisors

Objectives / Strategies / Tactics

Tactics

1. Service Manager review all r.o's prior to client leaving customer pay.
2. A display unit put in service drive for visibility.
3. Having bonus structures for advisor line items
4. 1 on 1 training

Objectives / Strategies / Tactics

Action Plan		
<u>Task</u>	<u>By Whom</u>	<u>Completion Date</u>
Compete MPI	Advisor/Svc Mgr	Daily
Review Retention	Service Manager	Weekly
Bonus plan	Service Manager/GM	Monthly/review weekly
Review Scan tools	Service Manager/GM	Monthly
Advisor Training	Service Manager	Monthly

Synopsis

Based off the information gathered we have a little way to go to be more effective. The biggest factor I believe is the MPI and presentation of what's needed to the client. We need to get more line items per repair order in increase sales in both fixed departments.

The addition of the video tool will assist us with more labor hour sales in turn more parts sales. This will increase shop morale and parts moral for a better work environment. In addition, this will increase our shop absorption.

The retention tool utilized will assist us with getting our inactive clients back to us to service their vehicles with us opposed to the alternate dealers they have been servicing with.

I believe in incentivizing the advisors/technician based off increased multi point inspection %, lines per r.o and hours sold along with a little higher tech proficiency will increase all the above.

In hopes to do these steps to be the best we can be!