

SERVICE DEPARTMENT ANALYSIS FOR
SPIKES FORD
MICHELLE BROWN
956-414-3791

STRENGTHS

1. LARGE CUSTOMER BASE
2. UNITED LEADERSHIP
3. HISTORY OF SUCCESS
4. TALENTED TECHS
5. SUPPORT FROM DEALER
6. GROWTH MINDSET
7. LONG TERM EMPLOYEES
8. CUSTOMER LOYALTY
9. WELL TRAINED TECHS
10. GOOD TOOL INVENTORY
11. STRONG KNOWLEDGED ADVISORS
12. VEHICLE LOANERS WHEN AVAILABLE

WEAKNESSES

1. LACK OF ACCOUNTABILITY
2. FEAR OF HAVING HARD CONVERSATIONS
3. COMMUNICATION BETWEEN ADVISORS AND TECHS
4. WEAK BACK COUNTER
5. LACK OF LEADERSHIP
6. LACK OF COMMUNICATION
7. NO COMMUNICATED VISION/DREAM
8. ADUSE OF WARRANTY
9. LACK OF PRAISE
10. NEEDS MORE C-TECHS
11. BETTER WORKFLOW
12. SERVICE ADVISORS WRITE UPS
13. TECHNICIANS PROMISE TIMES
14. CLOSING REPAIR ORDERS AFTER CUSTOMER PICKS UP

OPPROTUNITIES

1. APPOINTMENT SYSTEM USAGE
2. PROMISE TIMES
3. FLEET GROWTH
4. DEPTS GETTING ALONG
5. BETTER CUSTOMER SATISFACATION
6. BETTER FUNCIONALITY BTWEEN TO SERVICE AND QUICK LANE
7. MANAGEMENT BEING AVAILABLE TO ENGAGE WITH CUSTOMERS
8. BDC AWARE OF CURRENT WOR LOAD
9. BETTER USAGE OF SMARTT
10. EMPLOYEES WANT TO DO A GOOD JOB
11. OPPROTUNITY TO HAVE MORE SALES , MORE MONEY

THREATS

1. BACKORDER PARTS
2. LOSING TECHS TO OIL FIELDS
3. THEFT
4. WARRANTY TROUBLE
5. TECH POACHING
6. PRODUCT QUALITY
7. WORD OF MOUTH
8. TIGHTER RESTRICTIONS
9. OVERSIGHT FROM FORD
10. OTHER DEALERSHIP/OTHER MECHANIC SHOPS
11. CUSTOMERS NEVER RETURNING
12. FIX IT RIGHT THE FIRST TIME

OBJECTIVES

1. IMPROVE CUTOMER STATISFACATION/ Follow Up
2. IMPROVE MOTIVATION AND PRAISE FOR THE DEPARTMENT
3. INCREASE SALES FROM BOTH DEPARTMENTS AND ALL ADVISORS
4. IMPROVE ON THE AMOUNT OF TIME VEHICES ARE IN THE SHOP
5. IMPROVE ON HAVING LESS REPEAT REAPIRS

STRATEGIES

1. WEEKELY ADVISOR MEETINGS WITH BOTH SERVICE AND QUICK LANE DEPARTMENT
2. REVISE ADVISORS PAY PLAY
3. INCENTIVE FOR EACH TECH FOR PRODUCTIVY
4. WOK WITH BDC ON WORKLOAD AND SHOP LOAD
5. TECH MONTHLY MEETINGS ON PRODUCTIVY AND URGENCY
6. CREATE LADRIAL SUPPORT TEAMS
7. HIRE FOR 1-2 MORE C TECHS
8. HIRE ANOTHER SERVICE ADVISOR FOR THE MAIN SHOP
9. DECREASE EXPENSES
10. APPLY SHOP SUPPLY CHARGES FOR WHEEL WEIGHTS ON BALANCES/ SHOP SUPPLY CHARGES ARE ONLY TO BE REMOVED BY QUICK LANE MANAGER OR SERVICE MANAGER

TACTICS

1. HAVE A WEEKLY MEETINGS WITH ALL ADVISORS. REVIEW CSI AND SALES AND FOLLOW UPS. WHATS PENDING AND HEAT. MEETING WITH CONTROLLER AND IN TRAINEE. REVIEW FORECAST.
2. REVIEW CURRENT PAY PLAN. REVISE WITH A TIGHTER ADJUSTMENT TO GROSS PROFIT / CUSTOMER SERVICE FOLLOW/COMMUNICATION
3. FAST MOVING PARTS AVAILABLE AT HAND/ CLOSE BY. PARTS DELIVERED TO TECHS / ASSIGNED BIN AREA
4. ADVERTISE TECH HIRE/ INCETIVE /SIGN ON BONUS/ INCENTIVE BRINGING ON BOARD
5. SERVICE MANAGER AND CONTROLLER ASSIGN TECHS TO EACH ADVISOR
6. LOOK AT EXCEPTION REOPRTS DAILY FOR ANY SHOP SUPPLIES REMOVED AND WHY

OBJECTIVES/ STRATEGIES /TATICS

ACTION PLAN

TASK	BY WHOM	COMPLETION DATE
WEEKLY MEETINGS WITH ADVISORS	SVC MANAGER /QL MANAGER	WEEKLY
FULL PARTS WAREHOUSE CLEANING/ ORGNAZATION	PARTSMANAGER/ CONTROLLER	DEC 31 TH 2021
MONLTY/QUARTLY EMPLOYEE APPRECIATION MEETINGS	GENERAL MANAGER	MONTHLY/QRTY
CREATE AND REVISE SERVICE ADVISOR PAY PLANS	SVC MANANAGE/CONTROLLER GM	DEC 31 2021
LADRIAL TECH SUPPORT TEAMS	SVC MANAGER/CONTROLLER	DEC 31 2021
MONTHLY TECH MEETINGS	SVC MANAGER/PARTS MANAGER	MONTHLY
TRAIN BDC ON SCHEDULING APPTS AND WORKLOAD	BDC MANAGER	DEC 31 ST 2021
TRACK DAILY TECHS HOURS AND POST	SVC MANAGER	DAILY

SYNOPSIS

OUR WEEKLY MEETINGS WITH THE ADVISORS WILL KEEP ALL ON TRACK, STAYED FOCUSED ON THE GOAL OF CUSTOMER SATISFACATION, SALES, AND OUTSTANDING WORK IN THE SHOP.

MONLTLY AND QUARTLY MEETINGS WILL SHOW APPRECIATION AND EMPLOYEEES FEEL UNITY. COVID HAS REALLY STUCK EVERYONE TO BE SEPERATED AND DISTANCE. OUR MEETINGS WILL MAKE OUR EMPLOYEEES FEEL NORMAL AGAIN AND MAKE IT A HAPPIER AND CONNECTED ENVIROMENT.

THE PARTS CLEAN UP AND ORGINZATION IS A DEEP CLEAN AND PUTTING PARTS IN PLACE WHERE ITS EASY TO BE LOCATED. EASY ACCES AND FASTER APPROACH TO GETTING PARTS DELIVERED TO THE TECHS TO KEEP THEM WORKING.

CHANGING THE PAY PLANS TO FOCUS ON CUSTOMER SATSFACATION AND CREATING LADRIAL TECH SUPPORT TEAMS WILL ENSURE WE ARE FOCUSED ON PRODUCITIVY AND CUSTOMERS EXPERIENCE.

WE ARE HAVING A HARD TIME FILLING UP THE SHOP WITH THE RIGHT WORKLOAD AT THE RIGHT TIMES. WE HAVE OVERLAPPED APPTS AND NOT ENOUGH OPENDINGS FOR ANY WALK INS. TRAINING OUR BDC ON HOW TO USE THE SYSTEM CORRECTLY WILL MINIMIZE THE OVERLOAD OF WORK. SCHEDULE CORRECTLY AND ESURE A GREAT EXPERIENCE FOR THE CUSTOMER AND EXPECTATIONS.

