

Ways to improve RO analysis results

Objective:

Identify areas of opportunity to improve revenue for parts and service.

Findings:

One item RO's at 32% showing opportunity. By achieving the NADA guideline of 10-15%, we will increase overall parts and service revenue.

Job Aids:

- Refine and define expectations of Service Consultant Preparation
- Interactive vehicle walk around with the customer to identify additional service needs

Define expectations of Service Consultant Preparation:

- Review service history during prewrite review
- Reprint previously deferred work from MPI

Interactive vehicle walk around with the customer to identify additional service needs

- Meet the guest in the service drive (Being at the car is an aid for guests to recall concerns- This is their comfort zone!)
- Observe tires, tire wear, damages, windshield wipers with the guest.