NADA/ 385

QUALITATIVE ANALYSIS

GREGORY VERNON
TOYOTA OF ORANGE

Qualitative Analysis

STRENGTHS

1. All Service Staff have the highest regards/focus on customer care
2. We have Highly trained and qualified technicians
3. The ability to communicate with customers and explain diagnostic results is done extremely well
4. Our 50 years serving the community isn't taken lightly and we pride ourselves on having such longevity in the Southern California Area
5. Shop Foreman is always looking to help a fellow teammate.

Qualitative Analysis

WEAKNESSS

1. Service hours do not reflect Sales hours of operation
2. Communication between Sales and Service Department need an overhaul
3. We have outgrown our Service facility based on the amount of RO's that are written daily
4. Our Lunchroom needs major upgrading
5. Customer Parking is limited and makes it dangerous when our Service Drive is busy
6. High Volume with small footprint usually leads to extended wait time

Qualitative Analysis

OPPORTUNITIES

1. Growth in and around the City of Orange. Ie Anaheim and Santa Ana
2. Capitalize on more Recall/Warranty business
3. Lost sales
4. Continue to learn and Improve customer handling

Qualitative Analysis

THREATS

1. Warranty work is diminishing over this time last year
2. Aggressive customers that have unreasonable expectations
3. Tik Tok, Instagram, Yelp, Facebook, Google Review, and most social media platforms
4. Surrounding Service Facilities that offer deeper discounts or lower pricing
5. Increased wait time

Objective/Strategies/Tactics

OBJECTIVES

1. Increase 1 line repair order
2. Bonus technicians that utilize True Video Platform
3. Follow up on “missed appointments”
4. Track lost sales
5. Expand Appointments
6. Increase RO count

Objective/Strategies/Tactics

STRATEGIES

1. Relocate the Express Lube to Increase Efficiency in the Main Shop

2. Increase Loaner Vehicles in Order to target Warranty, Recall and High CP Tickets

3. Develop a Google Live Document and Provide each team member with a tablet so that we can effectively communicate and handle the customers that are waiting for their vehicles

4. Reimagine the Customer Relations or Cashiers Staff to verify “waiters” on the Lounge and keep them updated on the progress of their vehicle

5. Follow up with “missed appointments” and develop a process for rescheduling

Objective/Strategies/Tactics

TACTICS

1. Increase Bonus Plan for technicians that utilize True Video
2. Analyze impacts of increasing Service Business hours to meet current and future demand
3. Have meeting with Parts Manager weekly to identify lost sales and visit emergency purchases
4. Service Manager and Service Director must authorize ALL discounts

Objective/Strategies/Tactics

ACTION PLAN

Task	By Whom	Completion Date
Task staff member to perform Daily follow up on “missed” Appointments	Service Manager	2/1/2022
Track lost sales and emergency Purchases	Service Manager	1/3/2022
Lock discounting by Service Advisors	Service Director	1/3/2022
Relocate the Express Lube to building Across street	GM/ Service Director	6/1/2022
Re imagine the Lunchroom	GM/Service Director	1/3/2022
Increase Bonus for technicians that Utilize True Video	Service Director/Svc Mgr.	1/1/2022
Analyze Service Hours to meet demand	GM/Service Director	3/1/2022
Increase Loaner vehicles	GV/Service Director	4/1/2022

Qualitative Analysis

The service department is open 6 days a week 7am to 7PM and closed on Sundays. Currently we average 240 ROs per day with Saturdays reaching 270 occasionally. It appears that we are bursting at the seams when you consider, we have only 50 designated customer parking stalls. The benefit of having a space that always appears busy is that in a space of this magnitude, you always appear busy! The perception versus the reality is night and day. Time and time again customer will drive up to the dealership to either purchase a part (DIY) or purchase a vehicle and find that they cannot find ample parking and more times than not they will become frustrated and leave the dealership.

The relocation of the Express Lube to a location across the street will allow for a more streamlined process where customer that are here only to get an oil change can visit another location at the dealership. This is free up additional space for parking and traffic. By having a dedicated Express Lube in a separate location, we can also identify what hours of operation work specifically for the specific type of business. I would like to target 7 days a week 7am to 8pm.

Adjusting the bonus of the technicians that utilize the True Video will increase production in the shop, increase lines per RO, Increase Gross Profit as well as increase Customer Satisfaction.

Morale and production will increase with the remodel of a Staff Lunchroom. The new lunchroom will also invite more staff to eat on the premises versus leaving the dealership to eat out (lunch /dinner).

By addressing these items discussed in this Analysis I am looking forward to the growth and Health of the Dealership.