

## Parts SMART Goal

**Goal** - I will create inbound phone guides for all parts employees who answer the phone by the end of 2021, with the help of my Parts Manger.

**Why?** - This will help ensure the best possible experience for our guests when they call into our store with a parts related question or issue. This will also lead to higher customer retention and higher gross sales if done properly. If we do not accomplish this, we run the risk of losing customers and sales. It is important to me that every customer has a great interaction with us whether it be on the phone, online, or in person.

**How to Measure** - We will not only create the guides by the end of the year but also evaluate them with the use of mystery shop phone calls. We will monitor reviews and gross sales numbers as well.