



Financial Management Objective Homework

**Student
Class #**

Ricardo Di
Nucci

Name:

332

Academy

***I plan to accomplish the following objective
by our next class on:***

Increase hours per RO by
0.3 hrs

**Provide the relevant
composite data**

| | | | |
|------------|-----------|------|------------|
| Department | Mont h | Page | Colum n |
| Service | Nov | 32A | 3 |

| Action plan for achieving objective |
|---|
| What is the area of focus? |
| Service department hours per repair order (RO) |
| What is the proposed plan? How will you achieve it? |
| <p>Increase hours per RO by hiring a new in house BDC dedicated person for service calls and appointments. As well, we will use one of our current sales employee to be a part time morning service concierge in the service drive thru. The BDC person will contact customers due for service or for reminder notices on parts ordered. They will encourage customers to follow the recommend maintenance packages from Chrysler, and sell any other necessary seasonal items, such as winter tires, etc. The concierge person will do the vehicle walk arounds and focus on upselling items that are visual to the customer, like wiper blades, light bulbs and tires. They will also be increasing customer satisfaction by greeting them in a professional manner and offering coffee, cookies, water, etc. They will take care of the customer and make sure they feel at ease when at the dealership.</p> |
| How will you track your progress? What measurements, KPI's? How often will you track? |
| <p>I will be using our DMS generated reports to track work orders and hours sold. I will be tracking on a monthly basis, at a minimum. As well, I will be using our OEM financial statement and class composite.</p> |

| |
|--|
| Who are the employees that will be involved, or impacted? Will they require training or assistance? |
| Main impacted employees are the new BDC employee and the Service Drive Thru Concierge. We will be training these employees over a four day period by our DMS provider. |
| Is there a cost, or estimated cost for implementation? |
| There is a \$6000 cost for our DMS provider to come on site and provide the hands on training. |
| Projected date of completion? At a minimum, Dec. 31, 2018 |

| | | | | | |
|-------------|-------------|--------------|--------------|-------------|-------------|
| Jan. | Feb. | March | April | May | June |
| July | Aug. | Sept. | Oct. | Nov. | Dec. |