



HOMWORK ACTION PLAN

S SPECIFIC **M** MEASURABLE **A** ACHIEVABLE **R** RELEVANT **T** TIME-BOUND

Name ALEXANDER MARCOUX Class # N384
 Dealership BETTEN BAKER ALMA, INC. Date 1/26/2022

Current Situation or Challenge to be Addressed:	Need to improve CSI. We are missing the mark by A. Poor delivery process and B. Not properly explaining the importance of the survey to our customers		
Current Performance Level (include specific measure):	Currently we are at 75.00% CSI score. Zone Average is 93.47%		
Goal (what do you want to achieve?)	Average of 95.00% or above CSI by end of Q1 2022		
Goal Performance Level (include specific measure)	GM Global Connect has apps such as Reputation Management and DART which will allow us to track data and review surveys. Need to be "highly satisfied" in every category		
Goal Start Date:	1/21/2022	Goal End Date:	3/31/2022
First Check-in Date:	DAILY	Performance Objective:	95.00% OR HIGHER
Second Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
Third Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	It aligns by providing a world class buying experience with every guest.		
What are the potential benefits of achieving your goal?	Repeat/Referral business as a result of good customer experiences. High CSI scores allow our dealer group to grow and purchase new stores. Mark of Excellence recognitions		
What are the potential consequences if you don't achieve your goal?	Loss of future business, missed opportunities for service to retain customers for maintenance work, fewer opportunities for dealer group growth		

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Why is the goal important to you?	It is important to me that our guests are happy with their experience and will return for future business - job security for my staff and I.
Potential Obstacles	Sales people rushing through the process and not going through the survey with guests.
Potential Solutions	Sales Manager, Finance Manager, General Manager talking with customers to ensure satisfaction in every transaction and remind them of survey.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	YTD Gross PNVR is \$5306 x 220 units delivered through 11 months. If we can retain 60% of new car customers it would generate \$700,392 in future variable gross. Plus fixed income

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Post CSI stats daily in common area	White board	GSM, GM	Accountability to peers and managemnt	1/21/2022 check and update daily
Email CSI stats to all dept & platform managers daily	GMAIL	General Manager	Accountability to peers and managemnt	1/21/2022 check and update daily
Salespeople discuss with every guest	Checklist in deal packet to be filled out	Salespeople, Sales Manager	Deal won't go to finance until complete	1/21/2022 monitor every deal
Sales Manager discuss with every guest	Get off the desk and go do it	Sales Manager	Flush out any concerns	1/21/2022 do this daily
Finance Manager discuss at end of transaction	Include CSI conversation on finance checklist	Finance Manager	Flush out any lingering issues or concerns	1/21/2022 do this daily

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Reward/ Recognition for highest CSI	Gift card, cash spiffs, etc.	General Manager	Encourage staff to make CSI a priority by positive reinforcement	1/21/2022 do this monthly and quarterly in sales meetings
Review negative surveys with staff	Reputation Management	Sales Manager, General Manager	Improve results through training	1/21/2022 do this daily

As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

Poor performers will not be able to work with new car customers. Anyone with an average CSI score below zone average will be taking used car ups only. They will be placed on a month-long probation and trained on the survey and delivery process.

Describe any planning or implementation meetings conducted as part of development of your plan.

CSI review will be implemented in every sales meeting and spiffs/prizes will be awarded monthly for high performers.

Sponsor Signature: _____