

Strengths:

- Long term staff and management with many years of experience.
- Excellent customer service – Measured by TSE scores
- Large customer base and loyal customers, great staff/customer relationships
- Team engagement to make our store better on continuous bases
- Very competitive pricing and service, even with aftermarket companies
- Large service department and a great/busy location in the city

Weaknesses:

- Availability of parts. Here when the customer arrives
- Big overhead/expenses
- Customer acknowledgement when coming into the service department
- Lack of training
- Communication internally and externally

Opportunities:

- Lower expenses, be more conscientious and adjust to the seasons
- Retain all customers
- Have and follow procedures for special order parts
- Cross train staff to cover when people are missing and/or slow season
- More marketing on social media for service

Threats:

- All other Toyota stores in our area are brand new (1 – 9 years old)
- Aftermarket shops, perceived value is less expensive
- News media (i.e.: W5) sending negative perception about repair facilities and more so dealerships
- Forgetting what made Mayfield Toyota great
- Low moral
- Customer(s) leaving with a bad experience, ever worse, the customer not saying anything to the dealer
- Staff turn over
- Losing customers
- Lack of work for technicians in slow seasons
- Less maintenance on newer vehicles

Objectives:

- Boost morale, keep the staff motivated and positive sense of security
- Lower cost, increase profit
- Staffing the department with the right amount of people and the right people
- Improve parts availability, fix the vehicle on the first visit
- Maintain and increase TSE scores

Strategies:

- Modify service advisor pay plan to keep more gross
- Move the BDC
 - Better communication
 - Less cost to dealer for other building
 - Provide better training and cross training
 - BDC staff would see/experience the flow of service and the service customers (see it hands on).
- Decrease unapplied time - no overtime
- Move more techs to flat rate (apprentices)
- Promote service through social media
- Check parts availability - check appointments 2 days prior

Tactics:

- Support your staff and maintain relationships to keep long term staff
- Keep everyone informed for TSE and the common goals
- Adjust shifts and monitor overtime/unapplied time
- Shop other facilities and ensure prices are competitive
- Invest time into training on a continuous bases