

SERVICE OPERATIONS ASSIGNMENT – ACTION PLAN

S Specific
M Measurable
A Achievable
R Relevant
T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?
 Example: "I will decrease my 5K run time from 30 minutes to 21 minutes by June 15, 2020."

S M T

My goal is to runs an efficient and making money service dept, by hiring the proper staff , teaching my service wrtiers how to handle our customer base, find a crm that utilizes our customers follow up and our service records.Make sure that we are propely selling the time to the proper technicians to get the most out of them as well.
 I would love to bring our service dept gross up by 100k dollars by imprvng all I wrote above by July 2022.

How does this goal align with or support your dealer’s vision?
 What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don’t?
 Why is this goal important to you?

R

By doing this the service writers will be in a more motivated work environment that will make them all help each other tto bring more money to the house. Seeing this the technicians will as well pick up their speed knowing that RO's will be coming in. This causes everyone to step up and bringing a whole new cultture to our service dept that makes them feel more than just a one line RO's store.

If the writers or managers in service dept do not want to join in the new growth plan they should be trained why it is necessary to do so. If they feel like its too much or give the excuse of we at full capaxity then its time to get the proper team that does not think this way

FIXED OPERATIONS 2 – SERVICE

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, & CHECK POINT DATES
coaching	crm coaching	chris and chris	more confident team	morning before team comes in and assistant manager at night before they go

SERVICE OPERATIONS HOMEWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?

S M A T

I will find a CRM that they can utilize and see their task if they are being completed. It should be checked daily with the assistant service manager to see what they have been doing.

Potential Obstacles?

A

Too many calls for the writers to handle
 Too many customers coming in and over booking
 follow up will get worse than what it is now

Potential Solutions?

A

a CRM
 a bed dept for service only
 a follow up contact that will make sure everyone is contacted daily

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal?

S M R T

Would love for service and parts dept to be on an average of \$450,000 a month minimum and hopefully \$550,000 their great months

CONGRATULATIONS! You've accomplished your goal! You 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.

S A

Putting proper management and coaching to making sure they stay on top of their game