



DEAN ARBOUR FORD LINCOLN

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N390

ACTION PLAN

STRENGTHS:

Empathy- The service drive portrays empathy towards our clientele and the concerns they have towards their vehicle.

Goals- We, as a team have unwritten goals within our department that we express every day. Such goals are to strive for customer service excellence by gaining their trust. Each and every day we seek growth and improvements within the service department to improve customer satisfaction.

Diversity- Our service department is a team is one 'Great Puzzle', filled with many different personalities, talents, and backgrounds that keep us together as a whole. We all use each other's diversity to strategies and resolve customer concerns.

Relationships- We, as a department take pride in building customer relations. Going above and beyond to make things 'Right' with our customer even when failing to correcting a vehicle concern.

WEAKNESSES:

Empathy- While this is considered a 'Strength', it also is one of our weaknesses. Without restrictions, sometimes our empathy goes a little too far which will cause extra stress and cohesion within our department.

Transparency/ Communication- One on one communication may have the intensions of being transparent, but without proper communication within the department will and has lead to frustration to others within the department.

Comradery- On the surface we portray this with not just only the service department but within the company. All departments lean on one another but at times fall short of true feeling when helping some of those individuals.

Narcissist- There are those from time to time are too involved with themselves or will just avoid a problem when the situation is right in front of them. They will 'blame shift' rather take responsibility and shoulder the weight.

OPPORTUNITIES:

Core Values- Having consistent meetings within the service department with technician, service advisors and managers to regain and retain these values so new employees can be educated and driven to address and correct the customer and vehicle concern.

Streamline- All employees are a piece of the dealerships puzzle. Working on ways to streamline processes for each department will make this company strive as a whole.

Transparency/ Communication- Also a weakness. When information is needed or available, every department need to be vigilant insuring everyone is within 'the loop'. Using information and communicating with others like a waterfall will ensure that nothing gets missed. When communication lines are open, the door to comradery, stress and narcissist will not become an issue.

IN A 'NUTSHELL'- Many of our opportunities listed will be something we all focus on by consistently improving and shaping our evolving needs.

THREATS:

Other Co-worker's Priorities- The feeling to drop current priorities at the drop of a hat for others within and outside of the department. This action threatens that individual's ability to complete the task at hand.

Attitude- Negativity is like a virus. One person's poor attitude affects others in the same way and brings down personal morale.

Assumptions- Making decisions and basing procedures off one's assumption resulting in a poor execution of a concern. Not getting all information or input from the person or situation before taking corrective action resulting in prolonged results.

Lack of Training- Following proper procedure or protocol from lack of training. Leads to unnecessary component replacement, customer frustration and possibly injury if proper training for procedures are not followed.

STRATEGIES:

Back Ordered Parts- Create a EXCEL Doc that is accessible for all managers in every department to better assist customers with information regarding ordered parts that are in a current 'Back Order' status.

Time Management- Implement a time frame at the end of each day dedicated to contacting customers with vehicle or parts inquiry.

Communication- Use a web based 'Messenger' to communicate with others within the department to keep everyone in the loop.

Shop Meetings- Be proactive with meetings held once a week. Keep a run down of current work currently at the facility and scheduled work coming in. Address any concerns or areas that need attention.

TACTICS:

Authorization- All discounts parts/labor be presented to the Parts Manager and Service Manager. Require a signed Repair Order confirming their acknowledgment.

Accountability- Hold those responsible for following through with a customer or vehicle concern. Use of corrective action when necessary.

Time Management- Maximize shop efficiency to full capacity by splitting technician lunch hours to flow through lunch hour. Keep a constant flow of work with no 'Dead Time'.

Maintenance- Be diligent of scheduled vehicle mileage and make customers aware of current maintenance that may need to be performed at time of service or in near future.

WHY IS IT TITLES 'ACTION PLAN'

Prior to beginning this homework task, we took all employees within the service department and reviewed the Strengths, Weaknesses, Opportunities and Threats returned from those and realized the breakdown of all of these is in fact our 'Action Plan'. This whole process has given us the opportunity to grow within each department while using these categories as a steppingstone for growth management. With the proper actions taken, not in leaps and bounds but by taking baby steps overtime will cause all of our departments to come together as a whole. Open lines of communication will cause customer and

vehicle concerns to be resolved in a more timely manner that will not only gain customer loyalty but create a more efficient 'Fix it Right the First Time'. Consistent meetings within the departments and management will cause a more streamline means accomplishing a better respect and understanding for individuals within all department areas.

SYNOPSIS

'Small leaks will sink great ships'. This simple analogy holds so much truth when it comes to making a department strive or struggle. With every business comes hurdles and situations that need to be resolved. Knowing how to approach and perhaps deviate from assuming the correct way to resolve problematic circumstances by taking input from others and having others within the loop will not only have a positive effect on business ethics but also personal morale. Keeping open lines of communication is a must for all departments so our customers have a feeling of trust and importance. Keeping the shop operating at its full capacity will help prevent wait times and increase profitability. As our economy changes and the need for a 'greener' future begins to excel, we all need to take the proper steps with keeping up to date with changes and training for all employees. Brainstorm with others even those outside of the department to help in assisting instead of assuming. With this information and better understanding of personal and professional ways, we can all strive in this ever-changing occupation.