



Financial Management Objective Homework

**Student
Class #**

Jason MacDonald

Name:

N328

Academy

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

September, 11

by

**Provide the relevant
composite data**

Department	Month	Page	Column
Total Dealership	July	2	5

Action plan for achieving objective
<p>What is the area of focus? To bring the CSI score into the top 75% of our group so we can receive</p>
<p>additional money from Ford. New car sales is above group average so the main area of concentration will be the service department that is currently 7% below the group average.</p>
<p>What is the proposed plan? How will you achieve it?</p>
<p>To make sure that all customers and employees understand the importance of having good CSI scores to get us above group average. This will be achieved by coaching all customer facing employee's on asking all customers for a good survey.</p>
<p>How will you track your progress? What measurements, KPI's? How often will you track?</p>
<p>Progress will be tracked thru the FCP site with Ford. The measurement will be to get the score above group average or into the top 75%. This will be tracked on a daily basis until we exceed our goal.</p>
<p>Who are the employees that will be involved, or impacted? Will they require training or assistance?</p>
<p>All employee's that interact with customers that will receive a survey from Ford. This will mainly be the new car sales team, service advisors and the department managers. It will be</p>

all hands on deck as this score also gets us the President's award not just the money.
Is there a cost, or estimated cost for implementation? There will be a few cost associated with this.
The main cost we be bonuses paid to employee's that receive perfect CSI scores from customers. This will be around \$5,000 a month. Another cost that we will incur is having an outside company contact each service customer to make sure they understand that they have a survey coming and the importance of it. With an average of 350 RO's at \$2.25 each cost will be around \$800 a month.
Projected date of completion? ASAP

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