

Summary

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Germain Honda of Dublin

NADA class 392-15

Service Analysis

The evaluation of the Germain Honda of Dublin Service Department was conducted with our Service manager, assistant department managers and myself. Our Service Department is providing our customers with great service, and we are receiving strong CSE scores. Our current practices are well designed for success although we believe there are opportunities for improvements. We are striving for more ways to increase our gross profit.

Our goals and plans for improvements include expanding our service marketing plan, hiring additional management staff and advisors. Our overarching goal of the Germain corporation is to acquire and retain good talent. We are also training our current leadership team in their new roles. These staff improvements are vital for our success but most importantly to alleviate the work load of our Service Manager. Our Service manager has been at our dealership for nearly 30 years. He oversees the Body shop, parts and Service.

Our plans to evaluate our changes will be measured by reviews in our service departments and by our office manager. In addition to staff changes we will increase our communication with our team members and conduct monthly audits of our success.

Marketing

Our corporate marketing department will review and add new marketing material on our website focusing on service seasonal specials. We will create flyers to be placed in our key drop box itemizing service specials and reminders of things to do on the vehicle (wipers, tires, etc)

A e-campaign will focus on retaining customers and conduct a thank you letter for their past visit.

Facility and Productivity

Our calculations show room to improve our efficiencies. Adding 2 additional Service advisors to our team will increase the work performed by our technicians. The amount of techs and bays are correct for our area. We need to focus on completion times and scheduling evenly throughout the day.

Productivity

With warranty and internal numbers lowering and so what out of our control we have a plan to increase our proficiency. We have created a justification plan to increase our internal labor rates which is set by our corporation. We have created a Buy Center to increase inventory.

Summary

I appreciate this opportunity to analyze this department. We are working hard to improve our Service and continue to provide our costumers a excellent experience. With the marketing plan, increase in staff and expanding our communication with our team we will succeed.