

**“Service Department Analysis for Kendall Ford  
of Anchorage”**

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# Qualitative Analysis

## **Strengths**

1. Staff is knowledgeable about our products and services, which is essential in sales.
2. Great team spirit. We understand the importance of team building, and how exhibiting positive attitudes can reflect our productivity.
3. Exceptional customer service. Our team strives to provide customers with phenomenal experiences. We promote customer surveys and always take them into account when attempting to discover areas where improvements may be necessary.
4. Turn around time and accuracy for repairs continues to progress.
5. Kendall values their employees and provides opportunities for growth.
6. Being that our dealership location is centralized in Anchorage it's a huge convenience that our facility accommodates volume.

# Qualitative Analysis

## **Weaknesses**

1. Additional training on the new computer systems is necessary
2. Communication between management and employees need improvement.
3. Poor employee morale.
4. Time management in correspondence with our scheduling system needs to be addressed.
5. Work etiquette. Our team would benefit from a conversation regarding mannerism and work ethic.
6. Customer satisfaction ratings on surveys are low.
7. Customer follow-ups have been implemented but not always executed.

# Qualitative Analysis

## **Opportunities**

1. There are always opportunities for employees to grow within the company.
2. Location of dealership is prime, advertisements will attract new customers
3. Creating new a system for services. Technology sells and the culture will develop behind it.
4. Developing one universal process for everything, that way everyone is on the same page with accomplishing tasks.
5. More company wide participation in fundraising, and community outreaching. Marketing new ownership, new beginnings, and better experience.
6. Marketing the service department more.
7. Hiring more technicians can improve turn around times for repairs and services, which ultimately offers the potential to attract more customers.
8. For customers who dislike coming to dealerships unfortunately due to stereotypes, by providing them with a

different experience and being more informative we can prove that dealerships are a better option.

## Qualitative Analysis

### **Threats**

1. High shop rates compared to local shops in the community
2. Heavy saturation of auto and quick lube shops
3. Decreasing economy can affect sale's numbers. Customers are more hesitant and cautious of their investments.
4. Previous ownership's reputation has brought its trials and tribulations.
5. CSI scores, the standard of what is acceptable or deemed "excellent" on surveys

## Objectives/ Strategies/ Tactics

### **Objectives**

1. Providing more accessible training
2. Increase team building strategies
3. Customer service improvement
4. Discuss more options for advertising
5. Networking and being more involved in community activities
6. Improve motivation and productivity amongst employees

## Objectives/ Strategies/ Tactics

### **Strategies**

1. More online courses and hands on training
2. Create monthly department appreciation days for employee morale.
3. Implementing morning meetings that are mandatory for all employees to participate.
4. Take advantage of dealership location and increase attention grabbing advertisements
5. Attend more community events and networking.
6. Become more involved and invested with social media. It is essential to always be keeping up with the times.
7. Holding department meetings to discuss surveys, new goals and issues that may need improvement.
8. Shop competition and post feedback so that during meetings we may devise plans to set ourselves apart.

## Objectives/ Strategies/ Tactics

### **Tactics**

1. Service managers/service leads will make it a priority to incorporate more online and hands on training with service.
2. Each month management will select a department and host a breakfast/lunch for employees.
3. Service managers will conduct a 15-20 minute meeting every morning before operating hours to discuss the outlook for the day.
4. Suggest to the marketing department more poster advertisements throughout shop, sending mail outs, and increase online advertising aiming specifically towards the service department.
5. Making our relevance more present on social media, by becoming more active, sharing more and advertising promos.

## Objectives/ Strategies/ Tactics

### Action Plan

<u>Task</u>	<u>By Whom</u>	<u>Completion</u>
Incorporating more training Daily	Managers/Leads	
Employee Appreciation of the month Brunch	Service Manager	15 <sup>th</sup>
Morning meetings	Service Manager & GM	Daily
Creating Posters, mail-outs, Monthly & Promos	Marketing Dept.	
Sharing upcoming events Weekly and activity on social media	Business Developing Manager	
Distributing volume bonuses Monthly	Service Manager	

Extend Service hours of 2018 operation	Service Manager	Feb. 1,
Incorporating monthly 2018 Individual reviews	Service Manager/GM	Jan. 1 <sup>st</sup> ,

## Synopsis

In the feedback gathered from the SWOTS it is quite evident that our employee moral is low. Managers need to make it our priority to address this issue and find a resolution. By resolving this issue we will be able to decrease employee turn around. Motivation amongst employees will increase which will reflect productivity and profitability.

Emphasizing more on proper training for the service department taking into consideration that service advisers interact the most with our customer base we should make sure that our product knowledge and upselling skills are up to pare. As managers we need to acknowledge the importance of a service adviser, service department, and parts department. With the ideal gross profit retention on sales, parts department at 38%, and service department being at 73% there needs to be more of urgency for training.

With social media playing a huge roll in todays society it is important that we make our presence known. We need to incorporate more advertising towards our special, our capability to work on other makes & models, and most of all focusing on who's in our demographic i.e. military. Doing advertisements such as military appreciation would increase our profits. Networking and being more involved in the community is key, because after all one of the most important factors is business that determine our success are the consumers.