

## Strengths

- Customer service scores
- Service advisor retention
- Tech's retention
- Training process
- All communication done via text or email

## Weaknesses

Shop foreman  
Phone Call  
Personnel

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## Opportunities

Tech proficiency  
Sales advisors closing % recommendations  
BDC for service to answer all call and make appts  
Service advisors cashing out their customer

## Threats

Techs may quit  
ASM's may not like the accountability  
Everyone to buy in.

### **objectives / Strategies / Tactics Strategies**

1. Techs proficiency by holding them accountable. Ensure that shop foreman/service manager is meeting with the tech daily to go over proficiency.
2. Increase recommendations from the techs, so the ASM's are able to sell minimum of two jobs. Added a bonus for ASM's and techs to sell minimum two jobs.
3. Market to work customers that are in my PMA that have not been back for over a year. Paid for the list of the customer from the manufacturer to market them.
4. Communication to be done Via R&R advance system from ASM's to Techs and Parts. Service manager to print reports to track the all communication being done Via email/text through R&R.

### **Action Plan**

1. Tech proficiency from 70% to 100% by July 2022 and then by the end of the year to 125%. Meet with the tech every other week to go over their proficiency scores.
2. Print the closing ratio reports and start sales base training process.
3. Hire more BDC personnel to call these customers to bring them back into our service department (offer service specials)
4. Have our service managers and parts manager to monitor/track communication via email/text/photo and spiff the guys/gals are utilizing it.

### **Task**

1. Service manager/Shop foreman/GM
2. Service manager
3. Service manager/GM
4. Service manager