

DARCARS LEXUS OF SILVER SPRING / BERRY FEIZ / N397

Strengths

- 1- Great CSI, continuing to be above our region YOY
- 2- Great team work ethic
- 3- Experience, most of our team members are master certified
- 4- Hands on management
- 5- Turnover is none
- 6- General manager is very close with the service dept
- 7- High traffic in service and growing YOY
- 8- Positive atmosphere

Weaknesses

- 1- Service has very little space
- 2- Customer lounge is at capacity
- 3- Opportunity in getting more google reviews

Opportunities

- 1- More marketing
- 2- Open longer hours
- 3- Having more parts on hand
- 4- More ASMs

Threats

- 1- reviews & surveys
- 2- we have a great number of dealerships around us
- 3- over growing our space

Objectives

- 1- Increase car count
- 2- Maximizing the effective labor rate, goal is \$174.95 and above.

- 3- Increase hour per RO, goal is 2.4
- 4- Reduce carwash expense.

Strategies

- 1- Reopen weekly service clinic (on hold due to covid pandemic).
- 2- Email blast complimentary services such as: 5k, 10k and L-Cert
- 3- Mailers for 10k and L-Cert services
- 4- Getting 18 extra bays from Chrysler when they moved
- 5- Spiff for BDC staff calling recall list

STRATEGIES to maximizing the ELR:

- 1 Market study on schedule maintenance with Lexus dealer in the area.
- 2 Updating repair opcodes to grid pricing.

STRATEGIES to increase Hour Per RO:

- 1 Spiff for ASM on tire sales, alignment, and flushes.

STRATEGIES to carwash expense:

- 1 Trying to hire a new carwash company.
- 2 Trying to reduce free washes, move to less peak time then eventually stop.

TACTICS

- 1 Open more time slots for X-Time (appointment scheduler)
- 2 Extended service hours from 7pm-9pm.
- 3 Email blast coupons for IN-ACTIVE customers.
- 4 Email blast coupons for Tire event sales for customers and military members.
- 5 Bonus for techs on MPI.
- 6 Creating new bonus for ASM and TECH with BG products.

Action Plan

Task By Whom Completion Date

Spiff for ASM Service Director September 31, 2022

Extend service hours Service Director September 31, 2022

Open up appt slots Service Director September 31, 2022

Extend Service Valets Service Director September 31, 2022

ASM meeting Service Director September 31, 2022

Shop meeting Service Director September 31, 2022

Getting Extra bays General Manager September 31, 2022

SYNOPSIS

Going through a pandemic is something no one really prepare for, obviously trying everything we can to maintaining gross or generating more gross. The objectives are increasing car count, maximizing the effective labor rate, and reducing expenses. After a few market studies with labor rate increase and advertising to see what's going on with the auto industry during the pandemic we decided to do some email blasts for major specials and complementary services.

Creating more appointment time slots and extended our service hour by 2 hours hoping to get more car count, we also double up our valet pick up from 6 to 12 pickups a day.

Working closely with Lexus Engage and BG on email blasts and mailers to active and in-active customers are keys.

Found a new carwash company with better quality washes help us reducing expense and no comeback for extra washes or details.

Finally, the spiff for out techs and ASM will bring the excitement to generate more gross.

