

Strengths Analysis:

1. Team leadership in the shop.
2. Having experienced technicians along with being able to recruit top techs based on work environment.
3. Service team sets goals each month without being micromanaged.
4. Loyal customer base from locals to tourists who return to service with us when on vacation.
5. Hyundai as a brand is constantly gaining market share which is increasing service volume.
6. Service to sales/ sales to service transition is strong.

Weakness Analysis:

1. Workflow management (jumping between jobs).
2. High volume for service with limited bay space.
3. Appointment scheduling.
4. Service writers “too busy” to answer phones or return calls.
5. Losing business due to customers having to wait so long to get an appointment.

Opportunities Analysis:

1. New facility is currently under construction. Taking us from 8 bays to 17.
2. Increasing technicians which allows for more work to be completed in a timely manner.
3. Returning customer calls to earn business.
4. Tracking our pricing specials, the correct way to see which is the most affective.
5. Extending Saturday hours
6. Marketing to service all makes and models.

Threats Analysis:

1. Competitive independent shops have loyal customer base.
2. Warranty engine work for Hyundai delays backing up our opportunity to schedule new jobs.
3. Losing repair work for vehicles out of warranty coverage.
4. Service writers discounting labor and or parts for jobs.

Objectives:

1. Watch scheduling closely to increase business.
2. Book jobs for hours per bay that are available.
3. Hold writers accountable for returning calls.
4. Using correct and easy terms on op codes for customers to understand.
5. Technicians using videos and pictures to increase up sales and show transparency.

6. Reducing labor discounts

Strategies:

1. Training service BDC on scheduling to maximize potential.
2. Bring in outside makes and models to increase service dollars.
3. Daily shop meeting to set daily goals and go over today's book of business.
4. Shop leaderboard to motivate all technicians.
5. Increasing door rate to gain more gross dollars and to stay competitive with market.

Tactics:

1. Advertising to bring in all customers no matter the vehicle.
2. Raising the door rate to submit warranty rate increase.
3. Adjusting parts and labor matrix.

4. Service and Parts Managers controlling discounts.
5. Set higher goals each month between parts and service including service writer.
6. CLOSE THE BACK PARTS COUNTER (shout out to Bob)
7. Package normal maintenance items for quicker interactions.

Action Plan:

Advertise to all makes/models	Service manager/marketing team	September 1st
Writers checking voicemails daily before leaving	Service Manager	Tomorrow
Shop board for tech productivity in the shop	Service Manager	September 1st
Daily shop meetings	Service manager/Foreman	Daily
Remove discounting abilities	GM	Already completed
New op codes to show discount vs changing just labor in competitive	Service Manager	In progress
Extending Saturday service hours	GM/Service Manager	September 1st

Synopsis

Overlooking service in detail it is very noticeable we have outgrown our space by tenfold. Having to schedule and turn away customers is impacting our bottom line. The new building coming into play should increase our numbers substantially. With this in process it will not only increase labor dollars but also move many more parts from our shelves.

We have already taken away certain discounting and coupons away from writers to use a sales pitch. The numbers are increasing as we speak, not everyone is Military anymore. This was a crucial step to increase our ELR which will put us in a good position to submit for increases.

Being on the front side of the house mainly I have many consumers come in asking for service on a Saturday after our department is closed. Extending Saturday hours will not only increase service volume and clear up some scheduling conflicts by completing more work but will also increase money to the bottom line.

With what is coming to us at Parkway with a new facility and a sizable increase in bays and space there will be much more opportunity to bring in not only our brand, but it will allow us to begin servicing more and more makes and models with a steady workflow.