

SWOT Analysis

Schicker Ford of St. Louis , Mark Welch, Service Seminar 33

Strengths: Great owners and personnel, like family environment. Great communication. Respectful.

Weaknesses: Distribution of work, Time for Ford training, Parts dept. could be faster and have more urgency.

Opportunities: To get a more diverse work mix into shop (less recalls). Parts dept. pre-bill and stage parts for techs, also take parts to techs. Create a bonus pay for training done after work and make time for training at work when work load permits.

Threats: CSI Scores could be improved. Service staff/writers could treat customers better and with more respect making them feel like we want their business. I believe the service writes get frustrated with all of the 1st time visiting customers coming in for just recall work, Work on our BDC scheduling procedures to alleviate some of this problem.

Objectives: Work on getting a better mix of work into shop (recall heavy right now) to help productivity, profitability , better attitudes and CSI scores.

Strategies: Increase mix of work in shop with more profitable repair and maintenance work and less recalls. Work on service writers selling skills to sell more hours and maintenance services.

Tactics: Service manager review RO'S daily to inspect what is expected of everyone in order to improve profitability. Bring in BG trainer to re-train service writes on selling maintenance services to increase revenue. Meet with all service staff to reinforce treating customers respectfully and properly to make our customers happy to do business with us and increase CSI scores.

Synopsis: We have a great dealership with a wonderful family attitude . and much respect throughout dealership. We have many long term employees that really care and are very proud to be a part of the Schicker Family. Have been proud to hear from some recently hired people how great this place is and that its not your typical type of dealership and they can feel and see the family attitude and it's great to be a part of it.

Will work on CSI score improvement and a better work mix in shop all in order to increase revenue, profitability and make it all even a better place for everyone.