



## HOMEWORK ACTION PLAN

S **SPECIFIC**    
 M **MEASURABLE**    
 A **ACHIEVABLE**    
 R **RELEVANT**    
 T **TIME-BOUND**

Name Dana Clemens Class # N395

Dealership Schlossmann Honda CITY Date 10/20/2022

Current Situation or Challenge to be Addressed:	SERVICE CSI WHICH COULD EFFECT LONG TERM RETENTION. THE PROBLEM STARTS AT THE GREETING.		
Current Performance Level (include specific measure):	CSI IN THE MID 80-90%. The number one complaint is time. Customer percetion is that the time they are waiting to be checked in to service and speak with an ASM is not efficient.		
Goal (what do you want to achieve?)	Streamline the entire check in process, this would include Express Check in lanes, giving the customer the option of self check through QR code. By adding this option it will free up greeters to address customers that choose the traditional check in process, thereby significantly reducing the wait time.		
Goal Performance Level (include specific measure)	The goal is to achieve 100% CSI and excee <a href="https://d.docs.live.net/34bca97ac7df0775/Documents/VO%205%20SMART%20GOAL%20SERVICE%20GREETER.docx">https://d.docs.live.net/34bca97ac7df0775/Documents/VO%205%20SMART%20GOAL%20SERVICE%20GREETER.docx</a> d the customer's expectations. Adding this option will demonstrate to the customer that we value their time, allowing them to move on with their obligations.		
Goal Start Date:	11/1/2022	Goal End Date:	11/1/2023
First Check-in Date:	12/1/2022	Performance Objective:	CSI rating. Streamline the process.
Second Check-in Date:	12/1/2022	Performance Objective:	Monitoring the change in CSI rating. Increasing customer satisfaction.
Third Check-in Date:	1/1/2023	Performance Objective:	Monitoring customer feedback to work on any issues that may arise
Fourth Check-in Date:	2/1/2023	Performance Objective:	Moving toward 100% CSI. Consistently improving the customer experience.
How does your goal align with the dealers' vision?	The dealer's vision is that we are in the people buisness we just happen to sell and service cars. People's time should always be top of mind.		

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What are the potential benefits of achieving your goal?	Long term retention of the customer. Providing exceptional customer service, that values the customer's time and business.
What are the potential consequences if you don't achieve your goal?	Loss of customer's business, in both sales and service, to competitors.
Why is the goal important to you?	In this competitive market we must find a way to set our dealership apart from others. We must consistently over achieve, by enhancing our process and striving to be better.
Potential Obstacles	People, getting employees to see the vision and help to accomplish the goal.
Potential Solutions	Training and management support for all employees effected by the changes.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	On average, if we lost 3 customers a week by not meeting their expectations, we would be losing an approximate \$100,000 in basic service throughout the year. By streamlining the process, and retaining those customers the financial impact is extraordinary. Each customer through their lifetime will spend a total of \$1,000,000 including all sales and service.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Implement the new process	IT department to create a QR code ASM for customer follow up	General Manager Service Manager ASM team leaders IT personnel	100% CSI and Retention	11/01/2022
Monitor implementation, make necessary changes	Service Manager, ASM Service Greeter	General Manager Service Manager ASM team leaders	100% CSI and Retention	12/01/2022
Monitor customer use, email customer for feedback on experience	Service Manager, ASM Service Greeter	General Manager Service Manager ASM team leaders	100% CSI and Retention	01/01/2023

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Make changes based on customer experience feedback	Service Manager, ASM Service Greeter	General Manager Service Manager ASM team leaders	100% CSI and Retention	02/01/2023
Ask for employee feedback	Service Manager, ASM, Service Greeter	General Manager Service Manager ASM team leader	100% CSI and Retention	03/01/2023
Implement any additional ideas taken from employee and customer feedback	Service Manager, ASM, Service Greeter	General Manager Service Manager ASM team leader	100% CSI and Retention	04/01/2023
Possible growth to a separate mobile service technician for offsite service	Service Manager, Mobile Technician, Service Truck	General Manager Service Manager ASM team leader	100% CSI and Retention	5/01/2023

As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

Constant evaluation of progress, working through any issues that arrive with monthly check points

Describe any planning or implementation meetings conducted as part of development of your plan.

IT meeting, to develop the express process. ASM team and management implementation and process meeting. Weekly checkpoint meetings while getting started to ensure smooth transition.

Sponsor Signature: \_\_\_\_\_