

## ACTION PLAN 1

**S** Specific
**M** Measurable
**A** Achievable
**R** Relevant
**T** Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

My goal is for our service department to hit CSI! Our store has not achieved this goal in the two years I have been here. We are currently not hitting any type of the metric so there is only one way to go. I would at least like to hit the mid tier for Stelantis CSI 50% of the time in 2023.

### BOTTOM LINE: Benefits of Achieving Your Goal

The simple answer is \$\$\$\$. If we hit on average the mid tier bonus 6 times next year it would pay an additional \$375,000 total for 2023.

The main reason is customer retention. The service department in my dealership has been historically bad. If I can change the perception of the service department in our town it would be a great achievement.

### Consequences of Not Achieving Your Goal

The service department will continue to lose money. with the reputaion we have for poor service our service department consistantly has lost money.

Our dealer group is constantly buying new stores. With poor CSI the OEM is more reluctant to allow new stores.

When will you start? Already started!

How will you gauge your progress? When? Using which metrics?

We are able to use our dealer portal (DealerConnect) on a daily basis to track CSI. We are measured against the other stores in our district, business center and nationally. The goals are 920, 940, and 950 with each tier paying a different amount per car sold.

What specific actions will you take to achieve your goal? Who can help you?

We hired a new service manager a few months ago. It has taken him about 3 months to get the worst of the fires out.

We hired and CSI specialist to make sure to call all customers once surveys are sent out.

Service writer training has become a top priority. in many cases a well trained writer is able to defuse most situations.

We purchased additional loaner vehicles to offer while customers wait for service.

Implemented greeting rule for advisors to make sure all customers pulling into service are greeted right so they feel valued.

Who can help? EVERYONE

This is a dealership issue not just a service issue. Sales to service walks and service to sales walks will help with joining everyone together.

I implemented a 10 ft rule. Anyone that comes within 10ft of you must be greeted and helped in anyway possible.

Potential Challenges?

One bad survey can sometimes sink the ship.

Parts shortages

Waiting on warranty approvals

Poor communication

Potential Solutions?

CSI bonus gives for good surveys

Increased loaner inventory will help ease upset customers when parts are delayed.

Once we are able to get our CSI up warranty approvals will come faster because we will be given more trust by the OEM

By reviewing calls and texts sent by advisors we can coach teach and mentor to better communication.