

Service Department Analysis Safford Maserati and Alfa Romeo

Arthur Lauw - N401

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

STRENGTHS

1. Large loyal customer base. The service department enjoys a high customer retention level.
2. The area is growing in population and recently one of our competitive stores closed a year ago, giving us additional business and activities.
3. We have grown and developed a young team of new technicians.
4. Recently we increased our door rate to \$215/hr from \$185/hr and has helped increase our ELR

WEAKNESSES

1. Service hours of operation do not mirror those of the sales department.
2. Customer satisfaction ratings are poor.
3. Because of the recent growth due to the closing of a nearby store, volume has increased and finding a difficult time answering phones effectively
4. We have an aging service entrance and customer waiting lounge.
5. We are not fully staff with techs and could use two more to accommodate all bays
6. The demand of loaners/rentals has increased dramatically

OPPORTUNITIES

1. We can move up our service drive and customer lounge to the showroom
2. Hire two more techs to accommodate our current working bays
3. Open hours to mirror our showroom hours
4. Started a new process with CSI because of growth demand
5. With the move of our service drive to the showroom, we will have the opportunity to add two more lifts.

THREATS

1. In our market we have many dealerships. Most of the facilities are new. We must not fall behind the other dealers in terms of facility as it greatly impacts the public's perception of the dealership.
2. Independent repair shops in our market open earlier and close later than we do, Monday through Friday. They are also open Saturday and Sunday. We have limited hours on Saturday and no hours on Sunday.
3. Loaners and rentals becoming an issue
4. Inability to attract people to come to work in the dealership, i.e. service and body technicians.