

Service Department Analysis for McLarty Daniel Ford

Strengths

- New facility. The new building was opened in November of 2018
- One of the fastest growing areas in the US. 30 people a day moving into NW Arkansas
- We the room (place) to grow the service dept.
- Newly hired Fixed Ops Director with 20+ years experience
- Recently hire new BDC mgr.
- Major fortune 500 companies with in 20 mile radius. (Walmart, Tyson Foods, JB Hunt)
- Sales Department sells 150-200 pre-owned vehicles per month and 125-150 New vehicles per month
- Dealer of Year 5 years straight with Ford

Weaknesses

- Communication between techs and advisors
- Communication between advisors and customers
- Parts availability
- Time efficiency, customer wait time
- Advisors have ability to discount
- The handling of calls from BDC
- Training advisors sales and phone skills

- Tech efficiency

Opportunities

- Potential new customer moving to the area everyday
- Local major University with 20,000 + students
- Local major fortune 500 companies with fleets that need service
- 5000 + recalls in our market area
- Mobile recall unit
- Video I-pad for customer quicker approval times

Threats

- Many new quick lube and tire businesses opening up in area. 7-12 in the last year
- Techs looking for more \$
- Warranty labor \$'s getting smaller and smaller
- Economy and inflation
- Cost of materials
- Not having rentals and loaners for customers due to vehicle shortages
- New vehicle production from Ford

Objectives

- Advisors fully trained

- Increase monthly RO count 25%
- Cut oil change wait times to less than 45 min
- Eliminate discounts at Advisor and Parts Counter levels
- To decrease the 49% 1 line items

Action Plan

Action/ Step	Resources Needed	Person(s) Responsible	Expected Result	Finished Date
Sign up all Advisors for NADA's Ultimate Service Advisor Seminar	Dealership Credit Card	GM / Service Manager	All Advisors completed online seminar	Nov 1, 2023
Daily Service Writers to attend sales meetings rotating them	Meeting Room	Service Mgr	Training, Best Practices, Save a deal	Every Weekday Morning at 8am
Visit local HR offices of Walmart, Tyson Foods, and JB Hunt	Time and Flyers Flyers created	GM / Service Mgr / ASM	Present Discounts for employees at dealership for service, parts, and sales	Aug 1, 2023
Set up service clinic at local schools on basic care car and maintenance	Personnel and staging equipment	GM /Service Mgr / Customer Relations Mgr	A well attended event	Nov 1, 2023
Limit the ability of advisors and parts counters ability to	DMS admin	Service Mgr	Password protected discount approval	Immediately

discount in DMS				
Set hire techs for mobile units	BDC and Recall list for our PMA	Service BDC Mgr	50 appointments a week for mobile unit	Daily
Meet with techs individually weekly	Service Mgr / ASM	Service Mgr / ASM	Discuss their efficiency and #'s to see how we can increase their proficiency	Weekly