

# Marketing

**Current Practices:** Website specials and mail lists

**Goals for improvement:** Adding a more cutting-edge approach to allow for the shop to be booked consistently, leveraging all personnel efficiently.

**Plan to accomplish the goal:**

1. Social Media Influencer Partnerships - Social media influencer partnerships expand the dealership's reach and tap into the influencers' loyal audience. Their endorsement of the service department generates interest, trust, and credibility among their followers, leading to increased service appointments and a broader customer base.
2. Subscription-based Service Plans - Introduce subscription-based service plans that offer customers regular maintenance and repairs at a fixed monthly fee. These plans can include routine maintenance, inspections, discounts on parts and services, and priority scheduling. Customers can choose from different tiers based on their specific needs and budget.
3. Personalized Video Service Recommendations: Utilize personalized video messages (what's app or iOS recorded) conversation by the advisor to recommend specific service needs to customers. Service advisors can create videos highlighting the customer's vehicle condition, suggested maintenance, and potential benefits. This personalized approach enhances customer engagement, builds trust, and increases the likelihood of customers scheduling service appointments. This can be done as a service reminder or upsell.

**Plan to evaluate changes:** RO counts year over year, same month checked for increases and service scheduling is maxed out for a minimum of 10 days.

<p style="text-align: center;"><b>STRENGTHS</b></p> <p><b><u>Teamwork</u></b> – the team is very coherent and focused on accomplishing the goals of the department.</p> <p><b><u>Low Turnover</u></b> – the team from the porters to the management team has been together for years, and the synergy is there daily.</p> <p><b><u>Customer Satisfaction</u></b> – from the top down the philosophy is to treat customers with respect and dignity and provide them with a greater-than-expected experience.</p> <p><b><u>Certified Workforce</u></b> – We have a team that stays on top of the manufacturer’s certifications, which keeps them on top of the upcoming models and potential issues.</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p><b><u>Advisor space</u></b> – the department footprint is too small for the number of people needed, and when you add customers, it gets very crowded.</p> <p><b><u>Appointment Scheduling</u></b> – We continue to have trouble finding enough qualified people to handle the amount of phone traffic we receive, which costs us business and customer satisfaction.</p> <p><b><u>Price Quoting</u></b> – Either the BDC quotes the incorrect price for maintenance or a busy advisor quote without getting all the information necessary to quote properly.</p> <p><b><u>Lot space</u></b> – when the volume is high, parking dings and dents occur, resulting in additional expense and upset customers.</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p><b><u>Advisor’s Upselling</u></b> – Providing specific training programs to help with Communication and personality training to better connect with the clients.</p> <p><b><u>Service Drive Management</u></b> – Keeping the greeters on the drive and not acting as porters and car movers to the back of the department.</p> <p><b><u>Implementing A-I appointment setting systems</u></b> - to facilitate ease of appt setting while reducing the time clients are on the phone.</p> <p><b><u>Text Message Marketing</u></b> – To implement texting as the easiest way to get in front of our clients and deliver pertinent messages.</p>	<p style="text-align: center;"><b>THREATS</b></p> <p><b><u>Ongoing vehicle quality concerns</u></b> – This is detrimental to our customer satisfaction and fixed right the first-time capabilities.</p> <p><b><u>Competition</u></b> – There are many independent shops within 25 miles from our location that offers non-certified techs and lower prices.</p> <p><b><u>Availability of Parts</u></b> – Recall parts are difficult to procure and increase rental expenses and fill the lot with cars waiting.</p> <p><b><u>Personnel costs</u></b> – with technicians and quality advisors being in short supply, we are having to pay more for new-hires and that has repercussions on the shop expenses for those long-term employees that find out.</p>

## **Objectives / Strategies / Tactics**

### **Objectives**

1. Maintain gross on customer-pay repair orders
2. Improve gross on customer pay repair order labor sales.
3. Improve staff morale with onsite events – lunches, ice cream socials
4. Adjust technician pay plans to include performance goals.
5. Increase the number of daily repair orders written.
6. Improve technician productivity, efficiency, and proficiency.
7. Incorporate A-I tools to assist in throughput and efficiency upfront

### **Strategies**

1. Maintain pay plans and focus on advisors
2. Implement grid pricing matrix for advisor jobs over 3hrs
3. Improved morale will increase productivity and team spirit.
4. Build out incentives for improved efficiency with rewards of days off and nonmonetary rewards.
5. Improve scheduling strategy to allow for more vehicles in the drive with minimal impact on customer satisfaction.
6. Increase the ability of the lube techs to perform more complex jobs with a pay increase after a proven time frame. Allowing for increased profit for the proving of consistency with new tasks.
7. Utilizing A-I to offset staff inconsistency via phone and email will allow for a better customer experience and less expense.

## **Objectives / Strategies / Tactics**

### **Tactics**

1. The service manager will spot-check 10-12 repair orders (per advisor) each week to ensure that discounting isn't occurring, and all potential profitability is captured
2. Meeting with 3 A-I vendors to complete product demos to ensure the best product is incorporated.
3. Modify website specials to be more attractive to non-customers
4. Write and review technician incentives
5. Weekly stand-up meeting with Service Director, Service manager, and parts manager in my office, 15-minute goal check, and issue highlights
6. Implement a "brown bag lunch with the boss's day with technicians
7. Get prices for technician morale events

## Action Plan

Task	By Whom	Estimated Completion
Set A-I demos	<b>Ferdinand (svc dir)</b>	<b>2/28/23</b>
Obtain Pricing for Technician Social events	<b>Lizzy (CRM)</b>	<b>3/26/23</b>
Develop a rough draft of tech incentives.	<b>Ferdinand (svc dir)</b> <b>Ryan (svc mgr)</b>	<b>4/10/23</b>
Develop Grid Pricing for advisors	<b>Ryan (svc mgr)</b>	<b>4/15/23</b>
Modify Parts and Service coupons on the website	<b>Ferdinand (svc dir)</b>	<b>3/30/23</b>

## Synopsis

In the competitive landscape of the automotive industry, we need to explore two key strategies that can significantly impact an automotive dealership's service department: incorporating Artificial Intelligence (AI) into phone and email interactions and offering non-monetary incentives to boost employee morale and maintain cost-effectiveness.

### **Embracing AI for Enhanced Customer Engagement:**

With the rise of AI technology, automotive dealerships have a unique opportunity to revolutionize their customer interactions. By incorporating AI into the phone and email points of contact, dealerships can provide more efficient and personalized service, ultimately attracting additional customers to their service drives.

a) Streamlined Communication: AI-powered chatbots and voice recognition systems can handle initial customer inquiries promptly and effectively, providing instant responses to frequently asked questions. This eliminates wait times and ensures customers feel heard and valued.

b) 24/7 Availability: AI systems enable round-the-clock availability, allowing customers to contact the dealership even during non-business hours. This accessibility strengthens the dealership's reputation for exceptional service and encourages customers to choose their service department over competitors.

## **Motivating Employees through Non-Monetary Incentives:**

A thriving service department relies on engaged and motivated employees. While financial rewards are important, non-monetary incentives can also play a vital role in boosting morale and maintaining expenses within budgetary constraints.

a) Recognition and Appreciation: Regularly acknowledging and appreciating service department employees' hard work and dedication can go a long way in boosting their morale. Recognizing outstanding performance through public praise, team awards, or personalized appreciation can create a positive work environment and foster loyalty.

b) Professional Development Opportunities: Providing employees with growth and skill development opportunities demonstrates the dealership's investment in their success. Training programs, workshops, or certifications enhance employee expertise and increase job satisfaction and loyalty.

c) Flexible Work Environment: Offering flexible work schedules or remote work options, where feasible, shows trust in employees and allows for a better work-life balance. This flexibility can increase productivity, and job satisfaction reduces turnover.