

George Leslie

N-409

Thread Response to Jason Buxman:

Greetings Jason Buxman and the rest of my N-409 classmates,

Response: Jason, I am always interested in your organization. It appears that you have recognized an opportunity for growth regarding the online presence of your parts department. I say welcome to the club.

I believe in the reset and restore methodology; I believe that the things we pay attention to are the things we are successful at. Our days get so intruded upon it almost seems impossible to have all employees cover all the bases all the time, but we've got to do it.

I suggest a departmental meeting that forgives every failure prior to the meeting and the meeting should be open to ALL for suggestions on what may be the best way to increase your internet footprint and the online management of our inventory. A full online inventory assessment will be integral for this revamping to be successful and it may be time for a changing of the guard to someone who may be more enthusiastic and can provide more detailed and timely responses, leading to the desired future success of your platform. Having the right thinker for the job shouldn't be seen as sleight to anyone but rather a strategic means to a successful ending.

Let me just start by stating that never in a million years, **prior** to beginning my journey of understanding my parts department, would I have guessed that this was our true dealership profit center. My previous management experience has been 99.8% variable operations.

My 3 RED ALERT takeaways are as follows.

1. While our Parts Dept. does pretty well in accommodating all customers especially our biggest customer (used car internal) we must develop a universal code of urgency and preparedness. This will translate into a more receptive message to the customer and a customer experience we all seek to provide. We will no longer use our gut but rather organize every item in our DMS tracking system to ensure universally correct information will be provided to the customer. This will eliminate delays, over ordering and miscommunications which all provide an experience rite with confusion, frustration and anger, potentially.
2. I noticed opportunities to grow profitability everywhere or so it seems. I plan to assist in developing a daily process and individual strategies with this dedicated team that will, refine the organization of our inventory and using these strategies to better understand our customers' needs to hopefully increase our efficiency of delivering the necessary parts to the service department which will increase the confidence level of all who are involved between the part and the customer. If our goal is to repeat a smile on a repeat customer, this will go a long way to achieving this objective.

We currently have no true accessories department. This will change under my watch, This will increase visibility and visits to our parts department. I believe that with more engagements we are certain to have more swings at selling and promoting the vision of Calavan KIA one great customer experience at a time.

3. Our Parts Dept at Calavan KIA does have a serious First Time Fill Rate issue. Our special orders are controllable but, on its way, to being out of control. This in part has to be managed through process and communication with the service advisors. We can possibly improve our FTFR by planning with the service department by making PARTS preparations a day-2 days in advance. At my lunch with Jeff (Parts Manager) we both recognized that our parts team must be more effective communicators with customers and within our team. We have traced some shortcomings back to the fact that parts training has been at a standstill in recent memory so we both agree that weekly and monthly in store trainings and planned trainings with KIA (OEM) will bring about a higher level of effectiveness we are seeking.