

SERVICE MANAGER

PRO

PROFESSIONAL RETAIL OPERATION



S.M. _____
F.M. _____
P.&A.M. _____
S.V.M. _____

Summer 2008

Technician Productivity

Do you measure your service department's productivity? Not to be confused with efficiency, a service department's productivity is an excellent way to quantify the work habits and organization of your entire department. Much time can be lost in scheduling, retrieving parts, and searching for the next bike to go on the lift. By tracking your team's productivity you can begin to analyze lost time, streamline systems and processes and begin to implement the necessary steps required to improve your technician productivity.

Productivity is measured by dividing the amount of hours a tech bills by the number of hours they were available. Billed hours equal time that's charged for completed work (customer, internal, warranty), and available hours equal the time a tech is at the dealership available to work. For example, if a tech billed 20 hours one week and was available 40 hours, their productivity would be 50%. A productivity rate of 50% equals 20 billed hours, multiplied by a labor rate of \$85 per hour equals \$1700 in gross sales. Although 100% productivity is not realistic, a 75% rating is. A tech with a productivity rate of 75% equals 30 hours billed at \$85 for a total of \$2,550. That's an increase of \$850 per week per tech, which is over \$3,600 per month times 2 techs equals a \$7200 increase for improving each tech's productivity.

So how can you improve your department's productivity? Consider a formula one race car pit stop which can usually happen in around 8 seconds. When you consider all that is accomplished in 8 seconds it seems virtually impossible. After all you can't fill up with gas at the local gas station in under 5 minutes and that's not to mention changing tires. Professional pit crews are constantly watching films, and evaluating every step within the Pit Stop process to see where time can be saved. Every person on the Pit Crew knows exactly what their role is and has been trained on how to perform their task in the most efficient manner possible.

So how do we improve:

1. Put first things first and begin measuring and tracking each technician's productivity by having them clock in and out on every job.
2. Use a written schedule and set appointments for every customer possible. (Your worst pen is better than your best memory)
3. Always have filler jobs ready and available for appointment no-shows and un-expected parts delays.
4. Use a coral system to organize upcoming units and minimize time in-between jobs.
5. Have the Parts Ready! Be Pro-active and retrieve all parts prior to dispatching the job to the technician.

Your Service Department is no different than a Formula One Pit Stop, but you can't improve upon what you're not tracking! ♦

Quality Control



Does your Service Department have a consistent and thorough Quality Control System in place? Depending on the unit and customers request a quality control inspection system can be performed visually with a checklist and often times this is followed by an actual road (or dirt) test ride.

The purpose of the 'Quality Control System' is to:

- Ensure that all 'customer contentions' have been addressed and the authorized work requested has been performed and completed.
- Inspect the unit for safe operation, note any additional required work that may not have been previously documented on the R.O. and insure the unit is at least as clean as it was when it arrived. (If not cleaner)

The benefits of 'Quality Control System' are:

- Eliminate comebacks and customer complaints
- Reduce dealership liability
- Increase customer satisfaction
- Improve repeat and referral business
- Produce profitable work

Standard quality control checklists are available from OEMs, Reynolds and Reynolds, or by contacting Dealership University. ♦

Instructor Led Online Classes



Complete sales training without costly travel and time out of the store. Let us train your sales team to sell more products and make more money!

Class Start Dates:

August 12 | September 9 | September 30 | October 21 | November 11

WHO SHOULD ATTEND

- Dealer Principals
- Department Managers
- Sales Associates
- Anybody Who Wants to Learn How to Sell More and Make More Money

WHAT TO EXPECT

- Increased Sales
- Higher Gross Profit Margins
- Improved Customer Satisfaction
- More Repeat & Referral Business
- Improved Staff Member Work Habits
- Increased Department Morale

"IRON CLAD GUARANTEE"

If you're not 100% satisfied, a full refund will be provided. No questions asked.

Limited space! Enroll now!
www.dealershipu.com/enroll