



CAPRICORN

...it's just easier!™

Other resources in step 6d:

- Jeff Smit hosts an informative video explaining how to make money from an efficient workshop

Efficient Servicing

There is no doubt that vehicle neglect is the number one reason for breakdowns. It follows that educating customers on the importance of having their vehicles serviced regularly and properly must be an essential sales component of all aftermarket workshop businesses.

But how efficiently do workshops handle the actual process of regular services?

Increased competition for general vehicle servicing work from dealerships, multi-national chains and other workshops puts pressure on all workshops to closely examine the way vehicles are serviced, with the real possibility that to remain competitive, big changes will most likely need to be made.

Service work, by its nature, is mostly routine but that doesn't mean that workshops should not continue to look for ways to add value for their customers and increase the workshop's return on investment. The workshop layout, equipment, systems and processes are all involved in any review of service operations.

It must be stressed that an efficient servicing system or procedure must include the total process from the time the car was first booked in, to the moment the car was delivered to the customer. Ignoring this total process will result in inefficiency.

The review must begin with the booking, which must include a pre-service reminder to the customer phone, email or the growingly popular text message or SMS.

This is the only way to avoid the no-shows. Surveys have shown that those workshops that adopt a pre-service reminder call will reduce their no-shows by more than 80 per cent.

Once the vehicle is in the workshop, the process of the service, or how it is physically done must be seriously reviewed. An unorganised or messy workshop will result in big time wasting.

A general service trolley is an essential piece of equipment to minimise servicing times.

Inefficient use of time is the killer of servicing income. Any equipment that can help the technician to save time and work more efficiently will make a huge difference to productivity return when spread over weeks or months.

Access to the correct parts and lubricants will be important during a service. Having to wait for parts to arrive from the wholesaler will impact on productivity, so having the right stock on the shelves, or at least very quick access to parts is vital.

The efficiently audit must include the point of sales program or invoicing system. Time spent doing an invoice is in most workshops not included in the labour time charged out with the job, which means it's lost time, never to be returned.

Doing up the invoice is as much a part of the service as the time spent researching and chasing parts. If the workshop is doing its job properly, the invoice is playing a much bigger role than just telling the customer how much to pay. A detailed invoice will provide a full report on the service and recommendations for future attention of components that might be subject to wear. It really is a report card on the safety and efficiency of the vehicle and for that reason, is a valuable document and worth something to the customer.

Quite often, what started out as a simple service, may absorb a reasonable amount of time to organise and source parts and technical information. This time is labour time and the workshop is cheating itself if this time is not taken into account when the invoice is being prepared.

If a workshop offers fixed price servicing, the service process must be efficient enough to ensure that the service fits the fixed price and doesn't wildly exceed it.

It really matters little what price is charged for a service, the goal is to ensure that the service, plus the parts and full labour cost, is covered by the charge. Only an efficiently running workshop can hope to achieve that goal.

Any improvement in workshop efficiency can generate so much potential to increase the throughput of cars on a daily basis. The flow-on benefits include a greater return on investment and most importantly, happier staff because their days that might be full of service jobs, will be a lot easier and quicker.

The place to start is www.tatbiz.net.au/capricorn

Just go for it!