

THE 6 STEP PLAN

Step 1

Review Business Processes

Full review of current business processes to determine the level of processes being used within the business

Step 2

Data Analysis

Gather Customer Satisfaction **DATA** and Daily Operating Controls in preparation for next step

Step 3

Review Business Processes

Compile reports from Customer Satisfaction Data and the Daily Operating Control to determine insights in Step 4

Step 4

Insights : Causal Analysis

INSIGHTS from the review of processes, Customer Satisfaction data and reports will provide causal analysis to provide the foundation for change management (*Steps 5 & 6*) to evolve

Step 5

Review Business Processes

This step ensures that there is 'buy-in' from the management and staff to underpin the need for change

Step 6

Change - Process Development

The **CHANGE** step is the implementation of all changes from old processes to the new



apd's Process Development

- The aim is to develop a standard set of core processes tailored for each individual client, brand or dealership. The core processes relate to standard operating procedures (SOP), business process and global best practice and are delivered in a format that can be easily followed and disseminated throughout the client's business (*and network*) to ensure that the customer experience is one that is consistent and memorable
- apd's team of industry experts in Dealer Operations create, design and compose "Best Practice Processes" for your Service Department ready for implementation
- This is the 6 step program to enhance the Customer Experience in your business

For any business it is important that their operating processes are current and form the foundation of the business operations. If there are not any consistent processes in place it allows inconsistencies to creep into the business and the customer experience will be affected.

The 6 step process engagement starts with a complete review of all business practices. This review provides the "stake in the ground" (*the "start point"*) for the development of processes.

Step 1 – Review Business Processes

The apd staff will undertake a "show me don't tell me" investigation with staff who will explain in detail the processes they use every day within the confines of their position within the company. Once this information has been collected a process map will be developed. This will form the "stake in the ground" from which the best practice processes will be appended to develop and create the new business processes.

Step 2 – DATA Analysis

apd will utilise customer satisfaction data where available or, if not available, they will undertake a customer satisfaction survey to obtain customer feedback on the experience received at the business.

The survey will include the following as a minimum:

- Overall satisfaction,
- Loyalty and
- Recommendation
- A selection of questions linked to process

The Daily Operating Control figures will also be examined to determine areas of the business that could be under-performing :

- Productivity
- Efficiency
- Sales to Target
- Profitability
- Return on Investment (ROI)

DATA

You can have data without information, but you cannot have information without data

Daniel Keys Moran

INSIGHTS

Outsiders often have an insight that an insider doesn't quite have

Diane Abbott

CHANGE

The price of doing the same old thing is far higher than the price of change

Bill Clinton

INSANITY

.... is doing the same thing over and over again and expecting different results

Albert Einstein

Step 3 – Review Business Processes

Once the data has been provided it is to be reviewed by the Customer Experience team at apd. They will determine the output and then provide a report for the consultancy team.

Step 4 – INSIGHTS : Causal Analysis

This step will determine where there are “Gaps” in the processes. This encompasses the information from the original review, the Data from customer surveys and the information from the Daily Operating Controls.

The **INSIGHTS** are used by apd to test, develop and create the framework to deliver significant improvements in process. The introduction of best practices ensures that the business will be able to provide processes that empower staff to take accountability and responsibility for Customer Service.

Step 5 – Review Business Processes

Once developed and the framework complete the processes are reviewed with the Management team within the business. A focus group of employees from different areas of the business will be given the opportunity to provide feedback on how they view the process changes and how they will impact on staff.

Step 6 – CHANGE : Process Development

Implementing the process changes in the clients business is sometimes difficult as some staff are reluctant to change. This is because it is easier to do what they have always done. To assist in the implementation Action Plans will be introduced for the staff to understand the accountability and responsibilities that have changed in a particular process. The Action Plans are supported by a Training Plan specifically designed for the change management of processes; these programs are tailored for each business.

apd is unique in that it provides training in:

- Frontline Customer Service
- Sales technique and product knowledge
- Parts sales and inventory management
- Service department in non-technical

apd also provides training for line and senior management, backed by onsite coaching and mentoring of staff through process implementation. apd's own staff are well tuned to deliver the change phase as they have all been through this on the practical business side as well as the consulting side of business.

The implementation phase is normally 5-10 days at the business (*onsite*) with weekly reviews over a three month period. During this time apd staff will implement Steps 1-6 multiple times during the process. Customer Satisfaction surveys and Mystery Shopping on the staff at the business are constantly checked for three reasons:

1. To ensure that processes that have been implemented are being followed
2. To ensure that processes can be “tweaked”, if necessary, by the introduction of further Action Plans
3. Ensure that the Daily Operating Control is seeing a lift in the areas mentioned in Step 2

If a “Gap” is identified at any stage within this process, Action Plans will be modified to best suit the business and staff.

As communication is key throughout the process implementation regular meetings are held; these are known as Continuous Improvement Groups (CIG). Staff are requested to provide feedback on the implementation and also solutions to problems that are identified that can be actioned internally.

FURTHER INFORMATION

Visit our website at:
www.apd-australia.com.au
 Contact our sales team on:
 (03) 8838-8797
 Email our support team on:
admin@apd-australia.com.au