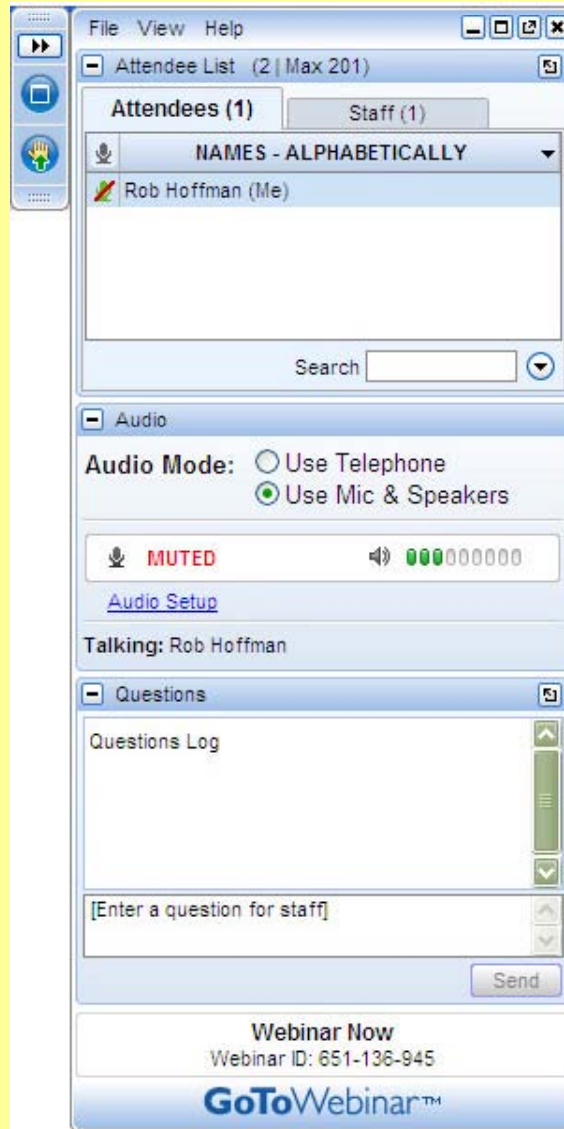




# Using Technology To Help Develop the Service Department

July 28, 2009  
3 p.m. to 4 p.m. EDT







**R.J. Slee & Associates, Ltd.**  
**Insight (M&R) Institute**  
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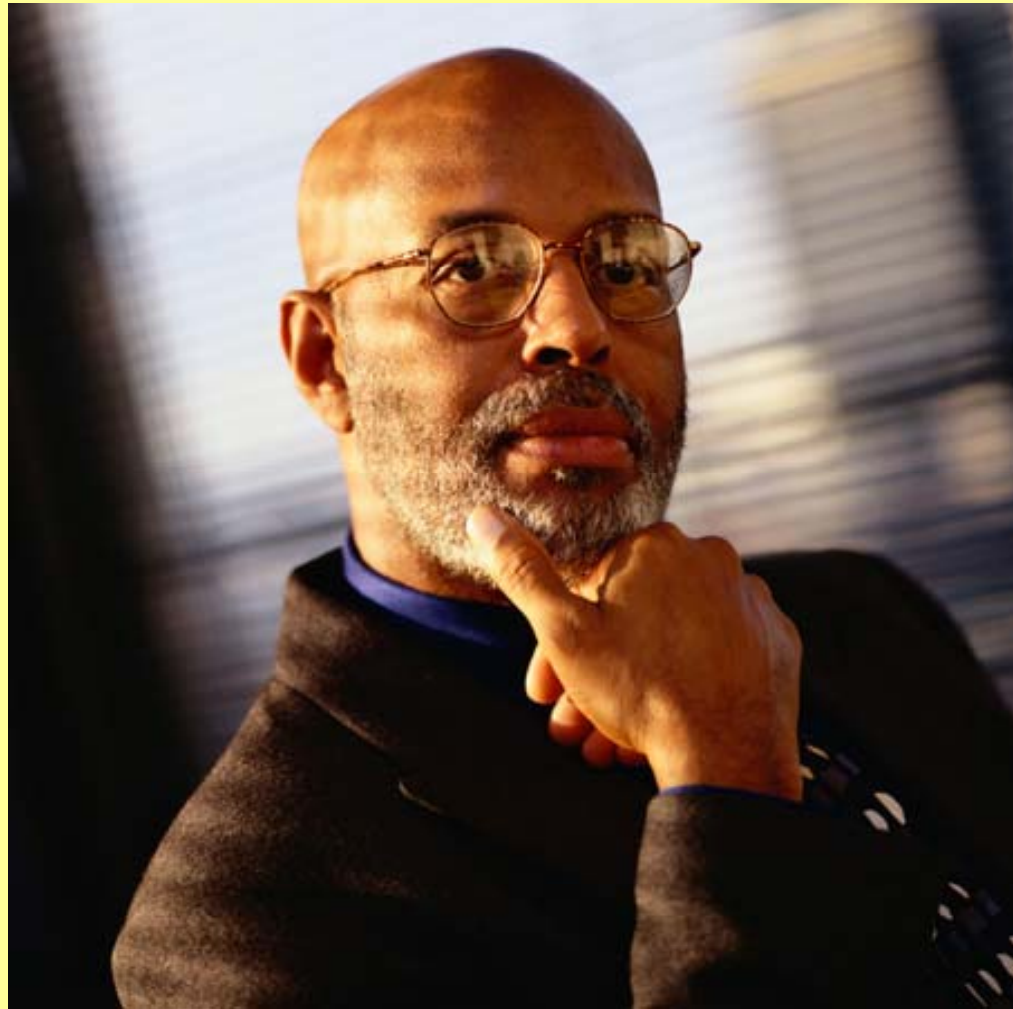
*CCJ, Successful Dealer and  
Truck Parts & Service Webinar*

**Using Technology  
To Help Develop  
the  
Service Department**

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**Where Are We Now?**



## The Role of Service

- To maintain and repair equipment and components
- To be the preeminent source of unimpeachable quality and high value
- To sustain and retain the residual value of the prime products
- To be **THE** differentiator for the OEM suppliers in the distribution channel

# Traditional Systems Applications

- Facilitate operational functions: job opening, labor collection, parts and supplies processes, purchases of outside supplies and services, service reporting, job closing and invoicing
- Collect and track repair and maintenance job times
- Manage assets: work in process, specialized tools, tool inventories, mobile fleets, plant and equipment
- Track and manage labor functions
- Management Reporting
- Key Indicators and Dashboards

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**Is That ALL There Is?**



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*Time for our 1<sup>st</sup> Poll Question*

**Let's talk about  
some of the tools we  
should be using**

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*Time for our 2nd Poll Question*

**First should be the  
definition of  
technology as it is  
meant in this  
discussion**

**Technology will be any device, tool, process or document that can be said to enhance either the customer experience or the employee productivity**

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# Labor Efficiency in Service



## **Labor Efficiency**

**We must work with maximum labor efficiency to satisfy customers.**

**This requires not just talented and skilled people but also effective systems.**

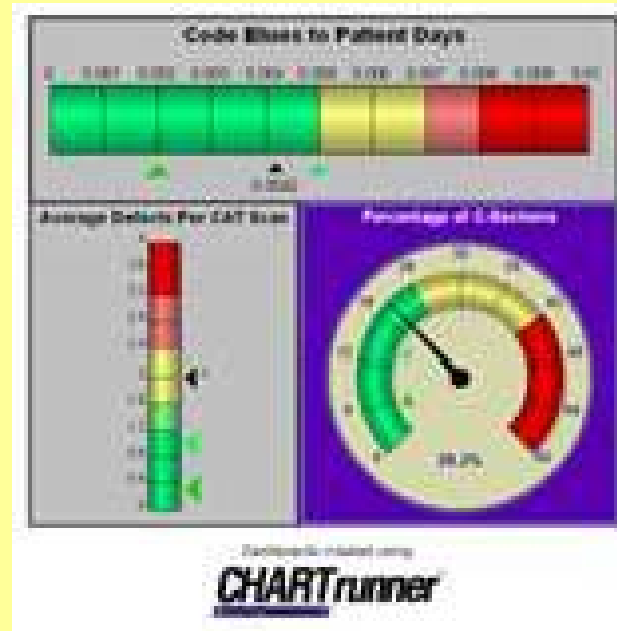
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**Here are some  
examples**

# Dashboards

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# Dashboards

**A dashboard is a device used on a regular basis to chart progress against a standard or a goal.**

# Dashboards

The dashboard can be depicted as a traffic light, a tachometer, a speedometer, a thermometer or any other device that provides a measurement.

# Dashboards

Usually the dashboard is displayed to an employee every time they sign on to the computer system. In this illustration it is a traffic light: green (everything is going well), yellow (be careful things are not heading in the right direction), red (action is required to get back on track).

# Dashboards

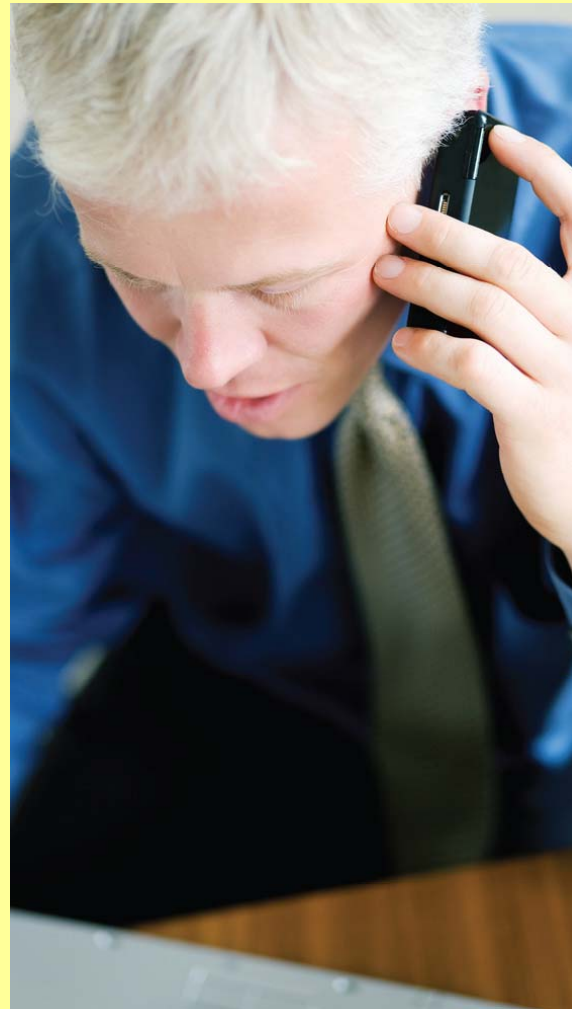
**This allows Key Performance Indicators (KPI's) to be tracked on a daily basis when there is still something that can be done to get back on track.**

**Without a dashboard,  
progress would be the same  
as looking at a train track  
and trying to determine  
which way the train went.**

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**VoIP**

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Voice over Internet protocol (VoIP) allows businesses to seamlessly connect phones with computer systems, customer databases, instore merchandising areas, service departments, field salesmen, customers and prospects.

It eliminates any long distance charges between employees, customers, suppliers and different locations by using high speed data lines for voice communications.

**It transforms the  
customer experience.**

Imagine the phone ringing on your desk and your computer screen lighting up with that particular customer's key historical and personal information.

Some obvious things:

- ✓ Name and Address
- ✓ Payment History
- ✓ Equipment Owned
- ✓ Call History
- ✓ Purchase History

And other things:

- ✓ Outstanding invoices
- ✓ Service work in progress
- ✓ Backorders still pending

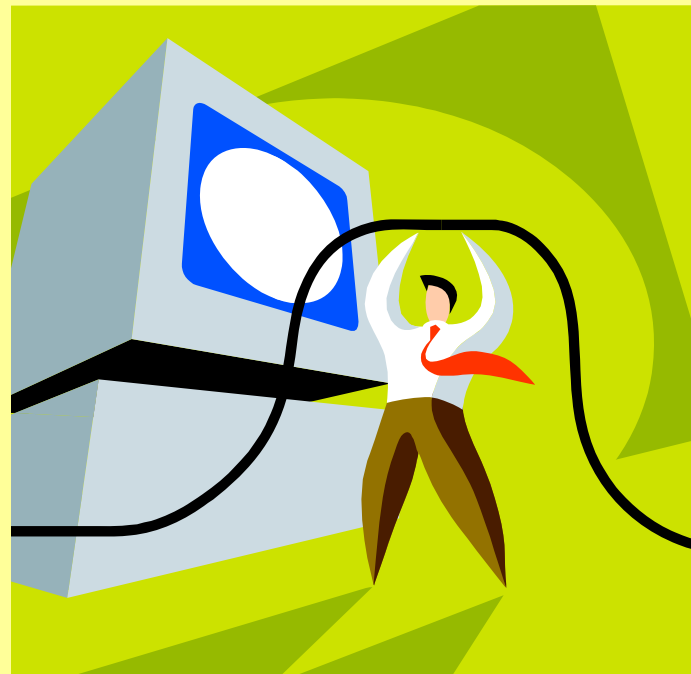
**Would that allow your  
employee to provide an  
enhanced customer  
experience?**

**Does your competition  
do the same thing?**

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# Bar Codes and RFID



# Bar Coding and RFID

- Do we use scanners for labor collection?
- Do we use scanners to track job segment progress?
- Do we use scanners for engine history or vehicle history?
- Do we use bar codes on work orders or warranties?

# Bar Coding and RFID

UPC's have been in use for over thirty years. Isn't it time we started to use this technology?

# Bar Coding and RFID

Can you think of any applications for this type of tool?

Do you think your employees would have any ideas on this area?

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# Diagnostic Computers



# Diagnostic Computers

## Electronic Control Units Monitoring Component Condition

- Engine
- Transmission
- Hydraulics
- Electronic Circuits

## **Diagnostic Computers**

**Connecting these Electronic Control Units through GPS can provide early warning to owners and operators of mobile equipment.**

**This in turn will reduce the cost of repairs as a result of replacement and repair before failure.**

## **Diagnostic Computers**

**Fault codes provided by the manufacturers will allow more accurate diagnostics by technicians with the right tools.**

**This provides additional value to the customer when using the authorized repair centers.**

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# Global Positioning Systems



# Global Positioning Systems

How does this help us in the service department?

We must not let the world around us change faster than we do.

## **Global Positioning Systems**

- **Track the location of company vehicles.**
- **Know what jobs the field staff are working on and when they will be completed.**
- **Dispatch vehicles based on effective transportation routes.**

# Global Positioning Systems

When combined with  
Computer Mapping Software  
you can be in touch with  
everyone and mobile  
equipment all the time.

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# Flat Rate History



## Flat Rate History

How do we organize the work that we have done and how long it took us to do it?

- Standard Job Codes
- Labor Collection Systems
- Technician Skill Sets

## Flat Rate History

- How do we create a standard time guide?
  - It is **NOT** about average times
- There is complicated mathematics to arrive at the standard time.

## Flat Rate History

How do we use standard times?

- Time lines for repairs
- Maintenance cycles
- Performance for technicians
- Scheduling tools

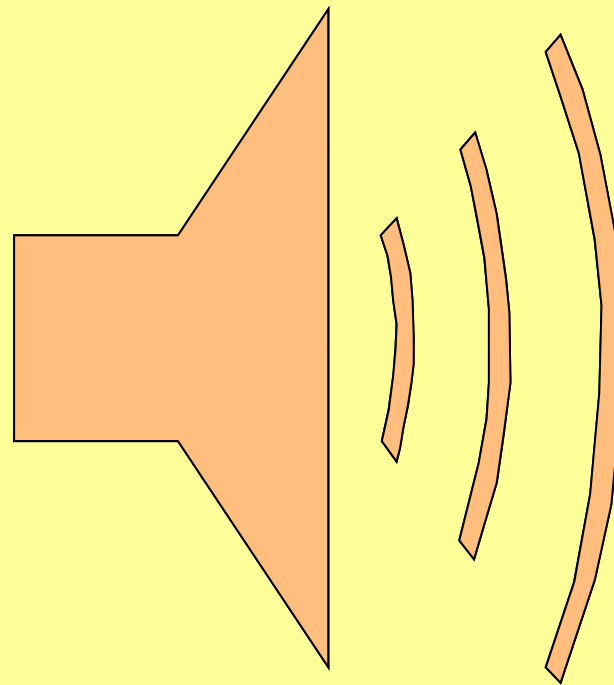
## Flat Rate History

- **Customers want the answer to very simple questions**
  - **How much will it cost?**
  - **When will it be completed?**
- **Why not give them the answers?**

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# Voice Recognition



## Voice Recognition

- Technician Service Reports created orally instead of in writing to get more and better reports of task performance.
- They can talk better than they can write.

## Voice Recognition

Why do we continue to have the technician write the report and someone else enter it to a system?

Isn't this continuing to do what we have always done and expecting different results?

# Voice Recognition

There are many software packages that are quite commonly in use.

Via Voice from IBM

Dragon

These are the two that I use.

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# Parts Orders



## Parts Orders

We have the mechanics walk to the parts department and place an order with a parts order clerk.

Normally they wait for the parts and then go back to their work bay.

## Parts Orders

Would it make more sense to have them stay in their bays/or in the field and place the order directly into a computer system or at worst place an order using a telephone?

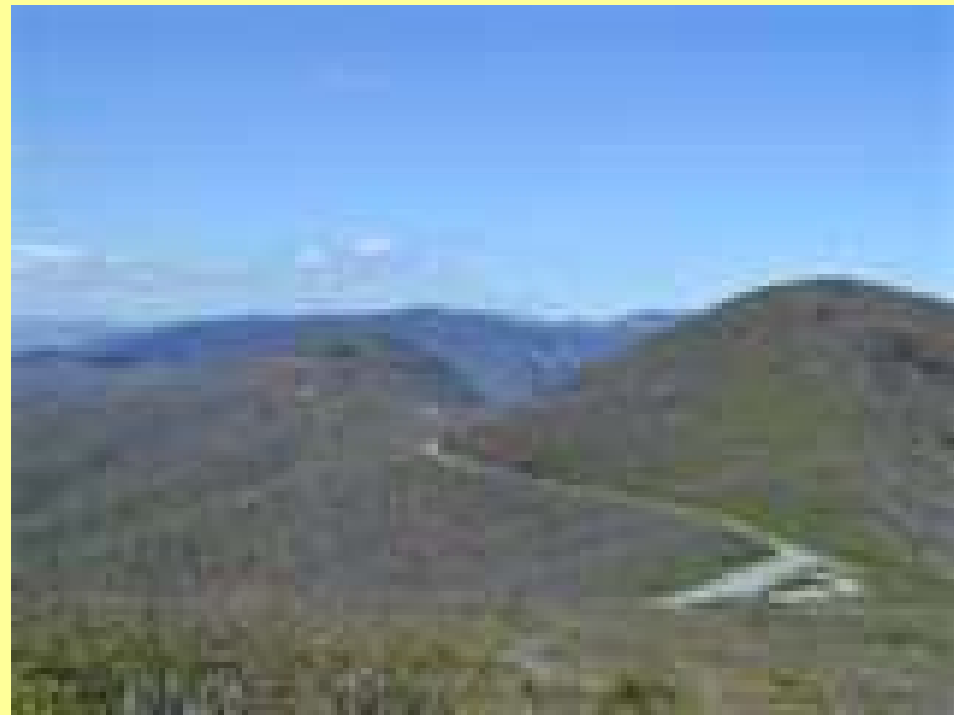
## Parts Orders

Coupled with parts delivery, this utilizes a technician's skills in the most cost effective manner.

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**We Have Come a Long Way**



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**Let's not stop now**

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**Thank You**

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# My name is Steve “Bear” Nadolson

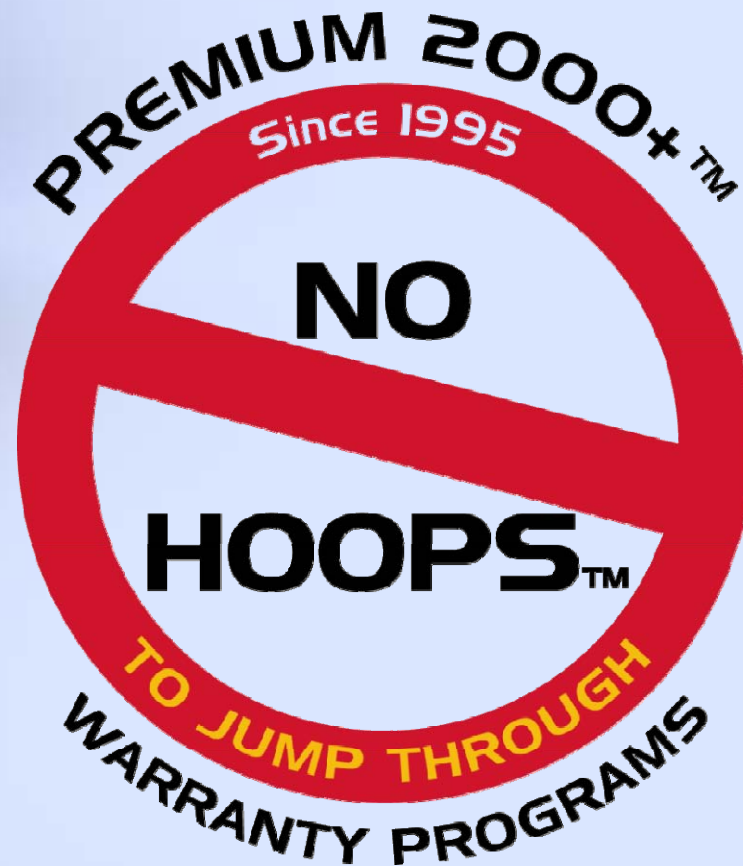
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**For Premium 2000+™**



- ❑ 10 years in Used Truck Sales at International UTC/Columbus
- ❑ 20 years as a used truck manager
- ❑ Past President and Chairman of the Board of Directors of the [Used Truck Association](#)
- ❑ President of Bear Marketing Group, Inc.
- ❑ Interstate Online Software, Inc. developers of the SOARR program for used trucks-CFO

Premium 2000+™ is  
The **Original** “No Hoops”  
Used Truck Warranty Provider





## **A quick overview:**

- ✓ No Outside Inspections
- ✓ No Dyno Tests
- ✓ No Costly, Time Consuming Additives
- ✓ Wear Out Failure Coverage Included
- ✓ Driveline Coverage For Term of Entire Contract (doesn't drop off after 1st year)
- ✓ Turbo, Injector, and Water Pump Coverage option available
- ✓ No inspection forms to send in

**“DARE TO COMPARE!”**

# Easy Inspection & Qualification Process

- ✓ Inspect covered components for trade terms (Check all housings & check for fuel, oil, & coolant leaks).
- ✓ Document and repair any defects.
- ✓ Change the oil and filter/s.
- ✓ Road test unit and check for performance issues, knocks, misses, vibrations, and abnormal noises



**That's it!**



You do your own inspections

Your service department can  
qualify your own trucks!

No paperwork to send in and no waiting for approvals!



# Coverage Options

## ➤ **Class 3-4**

- 12 month/35,000 miles
- 24 month/70,000 miles
- Eligible Trucks: 2000 or newer/up to 75K miles

## ➤ **Class 5-7**

- 12 month/50,000 miles
- 24 month/100,000 miles
- Eligible Trucks: 2000 or newer/up to 250K Miles



## Coverage Options (continued)

### ➤ **Class 8: Benchmark Program**

- 12 month/100,000 miles
- 18 month/150,000 miles
- 24 months/200,000 miles
- Eligible Trucks: 2000 or newer/miles under 900,000

### ➤ **Class 8: Pinnacle Program**

- 36 months/ Up to one million miles
- Eligible Trucks: 2004 or newer/miles 650,000 or less

A person wearing a white protective suit and mask is working on the engine of a car. The scene is dimly lit, with a bright light source illuminating the person and the engine components. The background is dark and out of focus.

➤ **Wrap Option Available  
on All Classes**

➤ **Turbo, Injector, and  
Water Pump Coverage  
Option Available  
on All Classes**

A person wearing a hard hat and safety glasses is working on the engine of a truck. The scene is dimly lit, with a bright light source illuminating the person and the engine components. The background is dark and out of focus.

## **WRAP Option**

WRAP allows you to put one of our warranties on a truck with an existing qualified warranty and our warranty will begin when the existing warranty runs out. Seamless to you and your customer!

## **Turbo, Injector, & Water Pump Option**

Turbo, Injector, and Water Pump coverage available for first 12 months and corresponding mileage of the Class coverage you select.

Take a close look at the facts and see that with Premium 2000+™, the **PIECES OF THE PUZZLE ALL FIT.**



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**Premium 2000+™**

**To enroll as a dealer  
member of our growing  
family CALL US!**

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# Signing up is only the Beginning!

We provide the best dealer support in the business.

- ✓ Sign up fee is reimbursed at 100% after first five warranties are written
- ✓ WebEx internet based training specifically for your dealership provided at no charge
- ✓ Banners and signage provided
- ✓ Brochures, all contracts, and forms
- ✓ 24/7 Claims Line
- ✓ Excellent Claims Response
- ✓ Excellent Customer Service Staff
- ✓ Discount programs for qualified dealers

Thank you for your time!



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