DRIVING INSIGHTS

EPISODE 15: QUESTIONS AND ROAD MAP

The Goal Standard: Technician Production Objectives

Here are 30 questions a service manager should ask to start implementing production objectives:

- 1. What is the current average technician production level in the service department?
- 2. How does each individual technician's production compare to the department average?
- 3. What are the specific skill sets and experience levels of each technician?
- 4. What types of tasks does each technician typically perform?
- 5. Are there any areas where technicians consistently face challenges or roadblocks?
- 6. What tools, equipment, and resources do technicians need to work efficiently?
- 7. How are work assignments currently distributed among technicians?
- 8. Is there a fair and transparent process for assigning tasks based on skill level and experience?
- 9. How are technicians currently held accountable for their performance?
- 10. What metrics are used to measure technician performance?
- 11. How often are technician performance metrics reviewed and discussed?
- 12. Are there clear consequences for not meeting performance expectations?
- 13. What incentives or rewards are in place for technicians who consistently meet or exceed objectives?
- 14. How are technician production objectives currently communicated to the team?
- 15. Do technicians have a clear understanding of what is expected of them?

- 16. Are there regular meetings or check-ins to discuss progress towards objectives?
- 17. What training or professional development opportunities are available to help technicians improve their skills and efficiency?
- 18. How is feedback collected from technicians about their work experience and job satisfaction?
- 19. What is the current process for addressing technician concerns or complaints?
- 20. How are new technicians onboarded and trained on production expectations?
- 21. What is the current turnover rate among technicians, and what are the main reasons for leaving?
- 22. How does the service department's technician compensation plan compare to industry standards?
- 23. Are there any bottlenecks or inefficiencies in the current workflow process?
- 24. How is the service department's overall performance tracked and measured?
- 25. What are the department's goals for revenue, profitability, and customer satisfaction?
- 26. How does the implementation of technician production objectives align with these larger goals?
- 27. What resources (e.g., software, training, personnel) are needed to effectively implement and manage production objectives?
- 28. What is the timeline for implementing production objectives, and what are the key milestones?
- 29. How will the success of the production objectives program be measured and evaluated over time?
- 30. What is the communication plan for keeping stakeholders (e.g., technicians, management, customers) informed about the program's progress and results?



A Roadmap to Implementing Technician Production Objectives

1. Analyze historical data:

- Review past performance data for each technician to establish a baseline for their average production levels.
- Consider factors such as the number of hours billed, types of tasks performed, and efficiency over the past 3-6 months.
- · Use this data to identify trends, patterns, and areas for improvement.

2. Set realistic objectives:

- · Use the baseline data to set achievable production objectives for each technician based on their skill level, experience, and potential for growth.
- · Apply realistic performance increases to challenge technicians without overwhelming them.
- Tailor objectives to individual technicians, considering their unique strengths and weaknesses.

3. Communicate objectives clearly:

- Schedule individual meetings with each technician to discuss their specific objectives, answer questions, and address concerns.
- Explain the reasoning behind the objectives and how they align with the department's overall goals.
- Encourage open dialogue and gather feedback from technicians to foster a sense of ownership and commitment.

4. Provide necessary resources:

- Ensure that technicians have access to the tools, equipment, and support they need to work efficiently and meet their objectives.
- · Identify and address any resource gaps or limitations that may hinder technician performance.
- Invest in updated technology, equipment, and training as needed to support technician success.

5. Establish a fair task assignment process:

- Develop a transparent system for assigning tasks based on technician skill level and experience to ensure an equitable distribution of work.
- Consider implementing a skill matrix or tier system to match technicians with appropriate tasks.
- Regularly review and adjust the task assignment process based on technician feedback and performance data.



6. Implement daily production meetings:

- · Hold brief, daily meetings to review progress, discuss challenges, and set priorities for the day ahead.
- Use these meetings to foster a sense of teamwork, collaboration, and accountability among technicians.
- Encourage technicians to share successes, best practices, and lessons learned with their colleagues.

7. Monitor progress regularly:

- Use daily, weekly, and monthly reports to track each technician's performance against their objectives and identify areas for improvement.
- Analyze key metrics such as billed hours, efficiency, and customer satisfaction to gauge the impact of the production objectives program.
- Share progress reports with technicians and management to maintain transparency and accountability.

8. Offer ongoing training and support:

- Provide technicians with opportunities for professional development and training to help them enhance their skills and efficiency.
- · Identify individual training needs based on performance data and technician feedback.

 Offer a mix of on-the-job training, workshops, online courses, and mentorship programs to support continuous learning and growth.

9. Give constructive feedback:

 Offer regular, constructive feedback to help technicians stay on track and address any performance issues in a timely manner.

• Use a balanced approach that highlights both strengths and areas for improvement.

 Provide specific, actionable guidance on how technicians can enhance their performance and meet their objectives.

10. Celebrate successes:

- Recognize and reward technicians who consistently meet or exceed their production objectives to foster a positive, motivating work environment.
- Implement a formal recognition program with incentives such as bonuses, prizes, or public acknowledgment.
- Celebrate individual and team successes regularly to reinforce the importance of the production objectives program.



11. Address concerns promptly:

- Establish a clear process for technicians to raise concerns or issues and ensure that they are addressed promptly and fairly.
- Encourage open communication and active listening to build trust and rapport with technicians.
- Work collaboratively with technicians to identify solutions and resolve concerns in a timely and effective manner.

12. Continuously evaluate and adjust:

- Regularly assess the effectiveness of the production objectives program and make adjustments as needed based on feedback and results.
- Conduct periodic reviews with technicians and management to gather insights and identify areas for improvement.
- Be open to modifying objectives, processes, and resources as needed to optimize the program's impact and success.

13. Align with overall goals:

- Ensure that technician production objectives are aligned with the service department's larger goals for revenue, profitability, and customer satisfaction.
- Communicate how individual technician performance contributes to the department's overall success.
- Regularly review and adjust production objectives to maintain alignment with changing business priorities and market conditions.

14. Communicate progress to stakeholders:

- Keep all stakeholders (technicians, management, customers) informed about the program's progress and results through regular updates and reports.
- Use a variety of communication channels (e.g., email, meetings, dashboards) to share information and ensure transparency.
- Highlight the impact of the production objectives program on key business metrics such as revenue, efficiency, and customer satisfaction.



15. Foster a culture of accountability:

- Hold technicians accountable for meeting their objectives, while also providing the support and resources they need to succeed.
- · Lead by example and create a culture of continuous improvement and excellence.
- Encourage technicians to take ownership of their performance and actively participate in the production objectives program.
- · Celebrate successes and learn from failures as a team, fostering a growth mindset and collaborative spirit.

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