

As a Service Manager, implementing a robust repair order survey process can significantly enhance your department's performance, customer satisfaction, and profitability. This guide provides a detailed roadmap for integrating repair order surveys into your daily operations, leveraging the insights they provide to drive meaningful improvements across your service department. By following these steps, you'll be well-equipped to transform your approach to service management, moving from reactive problem-solving to proactive, data-driven decision-making.

1: Establish a Regular Survey Schedule

Consistency is key when it comes to repair order surveys. Establish a regular schedule for conducting these surveys, whether it's weekly or bi-weekly. This consistent cadence allows you to track trends over time and quickly identify any emerging issues or opportunities. A regular schedule also helps your team understand that this is an ongoing process, not just a one-time effort.

Pro-tip: Consider alternating between comprehensive surveys and quick-check surveys. Comprehensive surveys can be done bi-weekly or monthly, diving deep into all aspects of your repair orders. Quick-check surveys can be done weekly, focusing on a few key metrics to keep your finger on the pulse of your department's performance.

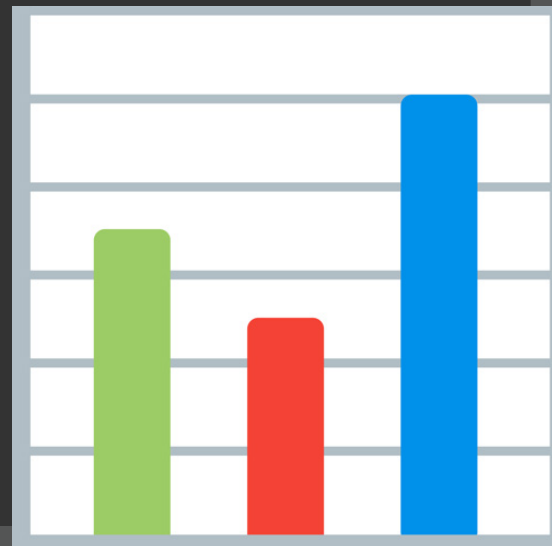
Tripping point: Don't fall into the trap of conducting surveys sporadically or only when you suspect there's a problem. Inconsistent surveying can lead to skewed data and missed opportunities for improvement.

Thought starter: How can you integrate the survey process into your existing workflow to ensure it becomes a regular, seamless part of your operations?

2: Define Key Performance Indicators (KPIs)

Before diving into survey analysis, clearly define the KPIs that matter most to your service department. These might include metrics like average repair order value, customer satisfaction scores, effective labor rate, technician efficiency, or parts markup percentage. By establishing these KPIs upfront, you ensure that your surveys are focused and provide actionable insights.

Pro-tip: Involve your team in defining these KPIs. Their input can provide valuable insights into which metrics truly reflect the quality and efficiency of your service



operations.

Tripping point: Avoid the temptation to track too many KPIs. Focus on a manageable number of truly impactful metrics to prevent data overload and ensure meaningful analysis.

Thought starter: Which metrics, if improved, would have the most significant impact on your department's overall performance and profitability?

3: Implement a Robust Data Collection System

Efficient and accurate data collection is crucial for effective repair order surveys. Implement a system that can seamlessly integrate with your Dealer Management System (DMS) to automatically collect relevant data. This might involve investing in specialized software like ROSE+ or developing custom integrations with your existing systems.

Pro-tip: Look for software solutions that offer data syncing and mobile accessibility. This allows you to check on your KPIs anytime, anywhere, keeping you constantly informed about your department's performance.

Tripping point: Be wary of systems that require extensive manual data entry. These can be time-consuming and prone to errors, potentially compromising the accuracy of your survey results.

Thought starter: How can you ensure that all relevant data points are being captured without creating additional work for your service advisors or technicians?

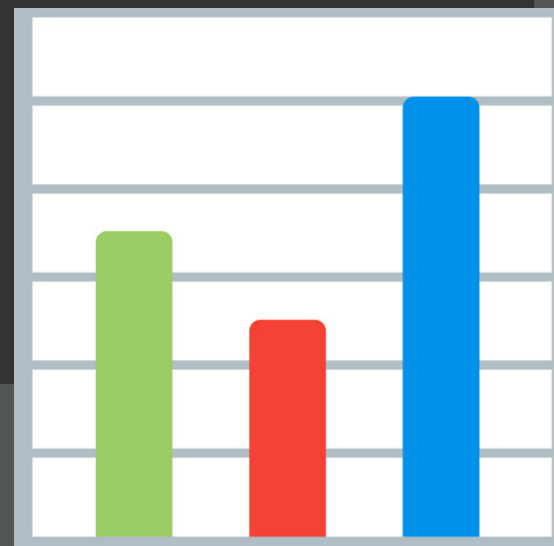
4: Train Your Team on the Importance of Accurate Data Entry

Even with automated data collection systems, the accuracy of your survey results depends on the quality of data entered at the point of service. Conduct thorough training sessions with your service advisors and technicians to ensure they understand the importance of accurate and complete data entry on repair orders.

Pro-tip: Create a quick reference guide or checklist for data entry best practices. This can serve as a helpful reminder for your team and can be particularly useful when onboarding new staff.

Tripping point: Don't assume that your team automatically understands the importance of detailed data entry. Without proper explanation and training, they might view it as unnecessary paperwork rather than a crucial part of improving department performance.

Thought starter: How can you incentivize accurate and thorough data entry without making it feel like an additional burden on your team?



5: Analyze Survey Results Regularly

Set aside dedicated time each week or bi-week to thoroughly analyze your repair order survey results. Look for trends, patterns, and anomalies in your data. Pay attention to how your KPIs are tracking over time and investigate any significant changes or deviations from your goals.

Pro-tip: Use data visualization tools to help you quickly identify trends and patterns. Graphs, charts, and heat maps can make it much easier to spot areas of concern or opportunity at a glance.

Tripping point: Avoid the temptation to focus solely on problems or negative trends. Make sure to also identify and analyze positive trends so you can reinforce and replicate successful practices.

Thought starter: How can you involve your team leaders in the analysis process to gain different perspectives and insights on the data?

6: Develop Action Plans Based on Survey Insights

Use your survey insights to inform your training and coaching initiatives. Identify areas where individual team members or the entire department could benefit from additional training. Develop targeted coaching sessions to address specific skill gaps or reinforce best practices.

Pro-tip: Prioritize your action plans based on potential impact and ease of implementation. Start with “quick wins” to build momentum and demonstrate the value of the survey process to your team.

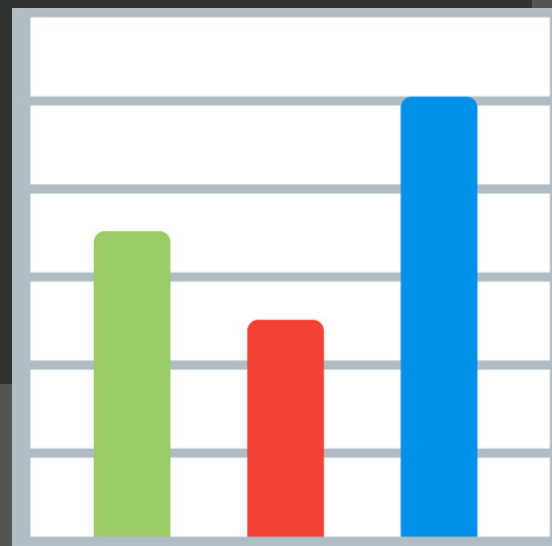
Tripping point: Don't try to address every issue at once. Focus on a few key areas at a time to avoid overwhelming your team and diluting your efforts.

Thought starter: How can you structure your action plans to ensure they're flexible enough to adapt to changing circumstances while still maintaining focus on your key objectives?

7: Implement Targeted Training and Coaching

Set aside dedicated time each week or bi-week to thoroughly analyze your repair order survey results. Look for trends, patterns, and anomalies in your data. Pay attention to how your KPIs are tracking over time and investigate any significant changes or deviations from your goals.

Pro-tip: Consider implementing a mentorship program where high-performing team members can share their expertise with others. This can be particularly effective for improving skills like upselling or customer



communication.

Tripping point: Avoid a one-size-fits-all approach to training. Tailor your coaching and training efforts to the specific needs and learning styles of individual team members for maximum impact.

Thought starter: How can you create a culture of continuous learning and improvement within your service department?

8: Regularly Communicate Results and Progress

Keep your team informed about the insights gained from repair order surveys and the progress made on improvement initiatives. Regular communication helps maintain focus on key objectives and keeps everyone aligned on departmental goals.

Pro-tip: Consider implementing a visual management system, such as a performance dashboard, in a prominent location in your service department. This can provide at-a-glance updates on key metrics and progress towards goals.

Tripping point: Don't just communicate the numbers. Provide context and explain how the data relates to daily operations and individual performance. This helps your team understand the "why" behind the metrics.

Thought starter: How can you make your communication of survey results and progress engaging and motivating for your team?

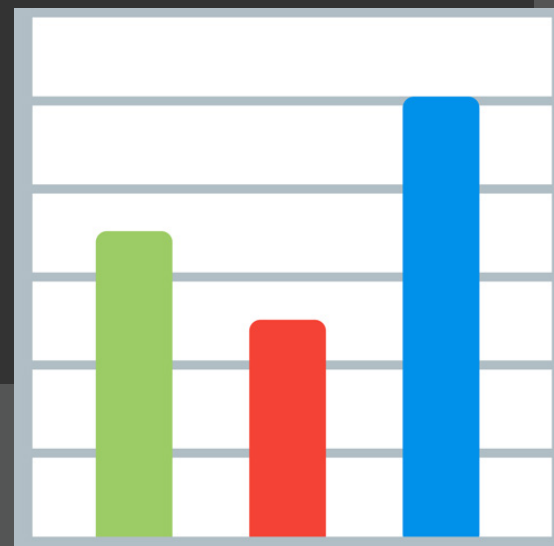
9: Refine Your Survey Process Over Time

As you gain experience with repair order surveys, continuously refine your process. Regularly review your KPIs to ensure they're still relevant and providing valuable insights. Be open to adjusting your survey frequency, data collection methods, or analysis techniques based on feedback and results.

Pro-tip: Schedule a quarterly review of your survey process. This is a good time to assess what's working well, what could be improved, and whether there are new metrics or insights you should be tracking.

Tripping point: Don't become overly attached to your initial survey process. Be willing to make changes if certain aspects aren't providing the value you expected or if new opportunities for insight arise.

Thought starter: How can you encourage feedback from your team on the survey process itself to ensure it remains relevant and valuable?



10: Use Survey Insights to Inform Strategic Decision-Making

Beyond day-to-day operational improvements, use the insights from your repair order surveys to inform broader strategic decisions. This might include decisions about staffing levels, equipment investments, pricing strategies, or new service offerings.

Pro-tip: Create a “data insights” section in your regular management reports or meetings. Use this to highlight key trends or findings from your surveys and discuss their strategic implications.

Tripping point: Avoid making major strategic decisions based on short-term data trends. Look for consistent patterns over time before making significant changes to your business strategy.

Thought starter: How can you integrate repair order survey insights with other data sources (like customer feedback or market trends) to get a comprehensive view of your service department’s performance and opportunities?

In conclusion, implementing an effective repair order survey process is a powerful way to drive improvements in your service department. By consistently collecting and analyzing data, developing targeted action plans, and using insights to inform both day-to-day operations and strategic decision-making, you can significantly enhance your department’s performance, customer satisfaction, and profitability. Remember, the key to success lies not just in collecting data, but in using it to drive meaningful change. With commitment, consistency, and a willingness to adapt, repair order surveys can become an invaluable tool in your service management toolkit, helping you transition from reactive problem-solving to proactive, data-driven leadership.

Need help with your Fixed Operations department? We’ve got you covered.

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Let us help you tackle your challenges and get back on track.

Ready to take your repair order analysis to the next level? Experience the power of ROSE+ firsthand with a free, no-obligation demo. See how our innovative software can streamline your survey process, uncover hidden opportunities, and drive profitability in your service department.

Schedule your free ROSE+ demo today at <https://m5ms.com/rose-demo> and discover the difference data-driven insights can make for your business.