



Thought Starters to Improve Your Repair Event Cycle Times

If you've been paying attention to all of the resources MRAA and our partners have made available to you to help you reduce your Repair Event Cycle Times, you should know by now that it's not JUST about the RECT metric. This entire conversation revolves around the idea that running a more efficient and more effective service department will not only reduce the time that your customers are off the water and therefore increase the quality of their customer experience, but it will also drive greater revenues, profits and CSI scores at the same time.

If you're ready to jump in, use these thought starters, compiled for Valerie Ziebron's Dealer Week course on Reducing Repair Cycle Times, as exercises to get your team thinking about ways in which it could get customers back on the water more quickly. For more ideas, visit www.MRAA.com/ImproveRECT

What could your shop do to diagnose boats earlier in the service process, so you're not waiting on parts?

What could the service counter do to improve repair cycle time?

What could your shop do to prioritize quick service or easier jobs?

How can the parts counter improve having the right parts ready, getting them proactively pulled and reducing the time it takes for techs to get the parts?

How could you move boats in/out faster or have them proactively staged?

What can we do to significantly reduce pulling techs off of jobs?

What are the areas where work is commonly getting stalled in your shop?

How could you ensure you only have to wash boats once?

What could you do to get customers to pick up their boats and pay their shop bills quicker?

We can't re-sell lost service time. That time could have gotten a customer back on the water!

These thought starters were originally published as part of the 2019 Dealer Week Float Plan, in cooperation with Valerie Ziebron and Carrie Stacey and their workshop on Reduce Repair Cycle Times. You can check out that course, and can download dealer best practices to these and other questions at www.MRAATraining.com or www.MRAA.com/ImproveRECT