

## Strong's Marine RECT questions, roadblocks & suggestions

1. Parts availability- Huge Problem for all- customers lose use of their boats for the entire summer on some occasions.
2. Parts Schematics for Boats - having more boat part schematics, part numbers and pricing available online from our boat manufacturers like our engine manufacturers do and the auto industry does. Currently dealers and manufacturers spend a tremendous amount of time emailing back and forth or trying to track down one another on the phone to identify the correct boat part.
3. Parts Common Failure Items - common failure items to be more available on the factory shelf and in some cases for dealer to stock more common factory failure parts. This problem has been made worse since the worldwide shortage due to the Pandemic.
4. Insurance estimates - these take time, often can be difficult to get pricing and freight quotes on larger parts. Particularly for older and larger factory related parts. Dealer often struggles with allocating the time needed in season to perform timely insurance estimates. Due to lack of boat component diagrams, with part #'s and prices online. Any one of us should be able to look up all this information online and create a detailed estimate the same day.
5. Seasonal Timing of Work Performed - Dealer can do a better job mandating with our clients that parts and work identified in the fall must be done in the fall/winter rather than allow clients to wait till spring and then often dealer cannot execute this in the spring. All work must be approved by 12-23 and performed by 2-28.
6. Seasonal Staffing - seasonal increased business levels make it difficult to have enough hands-on deck during the busiest months. Dealer can do a better job attracting school teachers and others like that to add to our seasonal capacity which will add to our ability to respond more timely. Possibly similar for manufacturers?
7. Warranty approval times - often take way too long for a manufacturer to give us the approval. Would be beneficial to dealer and manufacturer to have faster response times. Consider as long as we meet certain training criteria to allow dealer to Preapprove warranty claims say up to \$3,000 or something like that. Better use of technology and response time tracking could help improve this for all. Combine response times with green, yellow, red color coding
8. Deposits on Parts - Dealer needs to do a better job on collecting 50 % deposits up front on larger special-order parts so when we do get the pricing and timeline, we can order it more quickly.
9. Client Delight Specialist - can identify areas we may have dropped the ball. Once a problem is identified have a quick response team to remedy.
10. More time testing Components - allocate more time pretesting components/systems for new boat deliveries. Expect that we will find problems allow more time to order and receive parts, diagnose and repair. Test all boat functions, especially generators, checking for leaks, etc, would help prevent some of those bad experiences for our customers.
11. Quality Checks - the larger boats in particular (above 30 feet). Systems and components are causing most issues and require additional focus.