



Daniels Tire Service, Santa Fe Springs, CA

March 3, 2020

### **Exterior of Building & Website Location**

- The store and entire complex were phenomenal
- We could not see any “broken things”
- Your signage is visible
- The physical location is very well maintained
- You have a complex system functioning as planned

### **Website**

- We think that you should consider looking at another website manager for your commercial site
- Determining who is going to your consumer website versus your commercial site
- We like the fact that you catered to the Spanish speaking customer base

If \$10k: Design a covered area to service your customers. Hire an architect/engineer to come up with a design to fit the landscape and available space. A suggestion was to have a canopy on extended poles in the center high enough to allow 2-4 trucks to drive under.

### **Interior of Building**

- Very impressive
- The buildings are in fantastic shape
- Need markings to indicate where showroom is
- Customer waiting – clean
- POP nonexistent
- Restrooms were clean, but kind of “out of the way”. Maybe have them closer for customers
- Safety – a couple of areas where there may be safety hazards, e.g. some of the stuff against the wall and oil rags on the ground (near alignment shop)
- Good layout for workers, but for customers you maybe need more signage
- Equipment was very impressive, clean and showed well
- Employee restroom should be separated from customer restroom
- Breakroom was clean and adequate

If \$10k – Improve customer waiting area cosmetically, also adding coffee, sodas, snacks. Try to direct customers to the waiting area for safety reasons.

### **Workflow – Service Truck(s)**

- Service fleet awesome.
- The service dispatch area/office is fantastic
- Customer write up is well coordinated
- You are doing inspections for tires
- Charging for getting tires from the shop on a service call
- Work orders are orderly and clear
- You do a good job of monitoring your fleet
- Customer follow up is great

Change and improve? If you could have an automated system to update your customers on the progress of the work being performed, it would be great. Impressive that no one “cuts in line”.

### **Other Processes & Systems, People**

- To facilitate the customer experience, maybe add arrows to help direct them
- Your team is awesome
- Maybe you can find a way for your service trucks to carry inventory
- Maybe look at having a dedicated person to act as “hot shot” for deliveries to service trucks
- Look at determining a way to do inspections other than tires
- When the service staff are doing work, they should have a WO handed to them so they can be sure that they know what they need to do. Maybe use an envelope or clipboard system with a WO.
- Everyone was wearing a different colored shirt, maybe have a standard shirt for all
- We really liked your “bead seater” tool
- Maybe look at using electronic inflators
- Liked that you had posted results by technician
- Maybe look at having your service truck technicians use reflective uniforms and flashing lights where trucks come up on the “pad” where they change tires
- Maybe find at a way to speed up the entering of some of the inventory coming in that is inventoried
- Find a way to show the “used” OTR inventory

If \$10k: Do the roof for the service area