

Take Ten Commercial Tire

June 23, 2021

Exterior of Building/Location

- Need to add signage. Make sure very visible at new location (height important for view from highway)
- Need to align on one logo
- Parking not clearly identified (including where employees go)
- Slot fence so there is no visibility into the area inside the fence
- Move dumpster away from customers (behind fence?)
- Trucks looked good
- Uniform usage was inconsistent

Website Review

- Improve branding and story on website
- call out after hours service

Interior of Building

- More comfortable seating for customers and welcoming waiting area; separate from main showroom
- Remove Hankook tire stand if you do not sell those products
- Displays and chairs were dusty, but overall showroom was clean
- Windows need cleaning and maintaining
- Create a refreshment cabinet to keep together and neat
- Men's restroom was not inviting, nor easy to find
- Add a hook in a the women's restroom
- Consider adding more security cameras inside showroom
- Look at potential hazards with tire stacks too high
- Stockroom did not seem to have a set organization
- Add a break room for employees
- Need to evaluate tires in stock to adjust levels, evaluate age, and determine proper items to stock
- Recommendation; display and "brag" about what you sell and what you can do

Workflow

- Had to teach Matt several things about what the POS system could do
- Need to start collecting email addresses
- Consider doing follow-up calls with customers (i.e. - bought steer tires, how are they doing?)
- Not collecting enough information, record more on work orders
- Recommend getting out to look at vehicles more
- Paperwork should stay with the vehicle, rather than on wall. Only return when work is completed
- Consider different color ticket sleeves to identify different service or customer status
- No indication on work order as to who performed work, recommendation, nor any findings
- Did not hear any communication about time or expectations
- Customers are not being directed to go up front for any additional service requests

Other Processes & Systems, People

- No store hours sign posted
- Did not see or find any written procedures for opening/closing
- Could not find standard procedure instructions/steps
- Recommend a tag system for loose tires and wheels, and better communication/documentation on what is being done or to be done
- Consider a designated area for customer pick up of loose wheels so there is one spot
- Matt's uniform was dirty and recommend losing the hat
- Appointments only used on counter pad (hard to read). Needs to leverage POS
- Matt was great with customers
- No inspection process seen or identified
- Great attitudes of employees
- Need to start training and using price matrix - GET IT IN POS
 - Matt was pricing everything by dividing cost by .8, regardless of cost
 - Also on how to order parts to reduce time (example: Matt states he will call around 3 places to get the customer the best price)
- Attention to detail is lacking (repaired a tire that had a bolt in it, but missed a gash on the other side.)

- Team seemed to work well together, enjoy working there
- Keep new shop much cleaning
- Establish restroom cleaning protocol now so that it is in place in the new location