

AUTOMOTIVE DEALERSHIP



SIMPLE CHANGES IMPROVE CUSTOMER SATISFACTION AND REPAIR TURNAROUND

An auto dealership in Omaha, NE, was running out of storage space due to growth and had to store parts in multiple locations throughout the their facility making in time consuming to grab the parts needed.

The changes seem simple, but it improved customer satisfaction and repair turnaround time. This not only improved the service model, but also grew revenue and provided better inventory control for the dealership.

"It may not seem like a big deal, but every second we can save we can be talking on the phone and helping customers. Five second here and five seconds there can really add up over time," said Dave, Parts Manager. "Better organization, improved service, a more efficient flow and faster turnaround all equals happier customers and more revenue."

INITIAL CHALLENGE

The dealer service center needed to find a more effective way to store parts onsite in one, easily accessible location. They wanted to increase technician productivity, better serve customers and reduce large-part special orders that could take up to two weeks to receive.

OUR SOLUTION

Riekes assessed the space and offered a creative solution-to consolidate all parts in one area using a 20' x 25' overhead mezzanine with small part storage bins and a lofted area for large parts such as hoods and tires. The automotive dealership was able to access brand co-op dollars to help offset the cost.

THE RESULTS

The new configuration allowed the dealer to double their storage square footage. The mezzanine added space to carry larger parts such as hoods and bumpers for quick access. In addition, employees could spend more time in customer interactions which are critical in the competitive auto industry.

The dealer had a 5-year minimum growth requirement which Riekes exceeded with this design. The new space provided enough storage to support 20% future growth.



\$50,000
in additional
parts on hand

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