



# SERVICE DRIVE SUCCESS STORY



## VICARS POWERSPORTS OKLAHOMA

Brands:  
Can-Am®, Kawasaki, Sea-Doo

Vicars Powersports is a family owned and operated dealer, serving communities in Central and South Oklahoma, as well as North Texas. The dealership takes great pride in providing a holistic ownership experience for customers with experienced parts and service staff for on-road, off-road and watercraft vehicles.

**Challenge Accepted:** Implement efficient and scalable service operations model to improve dealership absorption.

**\$100,000**  
AVG INCOME/MONTH



**66%**  
ABSORPTION  
RATE INCREASE



**4.6**  
Star Rating



**4.5**  
Star Rating

## SUMMARY

When Joe Garcia took over as the General Manager for Vicars Powersports, he recognized an **immediate need to improve dealership operations as a whole**. At the time, the service center struggled with customer service and retention, resulting in increased cost to resolve disputes, negative reviews, and poor morale.

Joe leaned on EFG Companies to completely **overhaul the dealership's service drive to turn it from a cost center to a profit center**. This included implementing new processes, training, and ongoing inspections of what dealership management expected from the department. Within less than a year, the dealership **increased its service absorption by 66% with an average monthly income of \$100,000**. They also achieved a 4.5 star Google rating based on 350 reviews, as well as a 4.6 star Facebook rating based on 251 reviews.

# SOLUTION

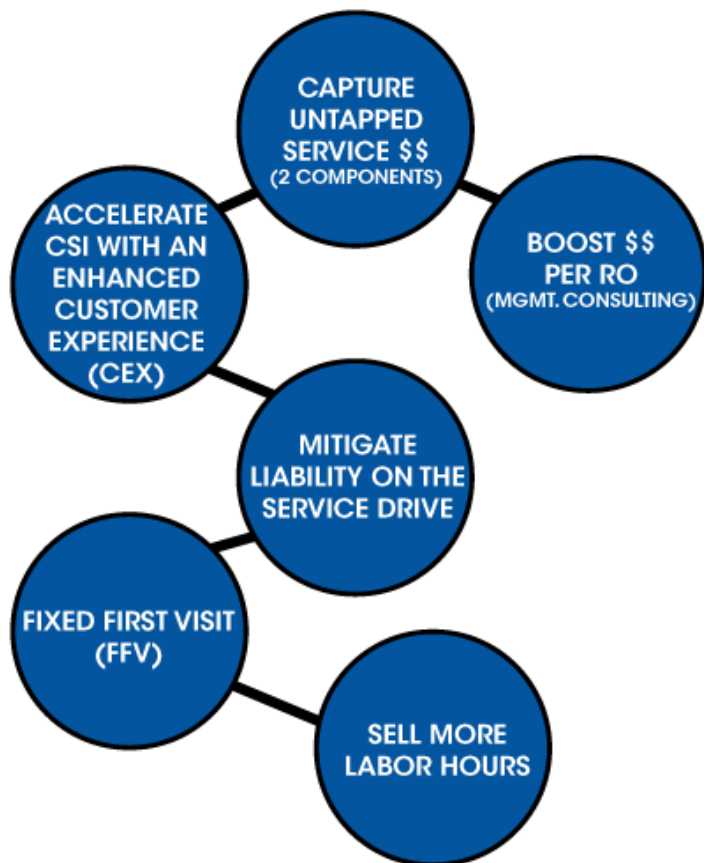
EFG implemented a new process with a focus on accountability. Aside from documenting the process and providing training, EFG followed up with ongoing reviews to install a new service infrastructure and mindset across the organization.

## APPROACH

Overhaul Service Department | Ongoing Customer Service Training | Extensive Manager Training

EFG completely **overhauled the service department** from inspection to delivery by implementing best practices, backed up by **ongoing training focusing on customer service** when conducting every-day tasks like setting up an appointment or providing estimates. To ensure buy-in across the department, EFG also conducted **extensive manager training** on both the process itself and how to train their colleagues.

## The Training Process



## Ongoing Engagement

The process EFG implemented is not new. It's simply industry best practices. However, the key to any operational change is consistency and accountability. To build in accountability, EFG visited Vicars monthly to conduct ongoing repair order audits and provide additional training as needed. EFG evaluated 15 repair orders each month for the following documentation:

- Walkaround photos properly stored in the dealership's DMS, and correctly attached to both the vehicle and repair order
- Maintenance schedule and signature
- Estimate and signature
- Statement of work with upsell and signature

By ensuring adherence to industry best practices, EFG helped Vicars drastically improve customer service, productivity and engagement from the service team, resulting in increased absorption, customer satisfaction and retention.



*"EFG was a major force in the implementation of the infrastructure we have now. They completely overhauled my service department and turned it into a profit center."*

Joe Garcia  
General Manager,  
Vicars Powersports



To learn more about EFG visit [efgcompanies.com](http://efgcompanies.com)