

Service Report Definitions & Formulas

14 Day Walk in Sales – Total labour sales value on closed RO's for walk in traffic where an outbound effort was logged within 14 days prior to the RO date.

Days Worked - Is the count of days in the reporting time frame in which the user recorded greater than 10 or more recycles it includes: No Show, Confirm, Maintenance, CSI, SPROD, Sales, Marketing, and Recalls. This count excludes: Batch Emails, Marketing Email Blasts, Marketing sent to Excel recycles, and Marketing Letters.

Effective Labour (Door) Rate - Total Labour Sales divided by total hours
E.g. $\$200,000 / 2300 = \86.95 Effective Labour Rate (Door Rate)

Hrs Per RO - Total flat rate hours divided by total number of RO's
E.g. $2300 \text{ hours} / 1385 = 1.66$ Hrs Per RO.

Gross as % of Sales - Total Labour Gross divided into the Total Labour Sales.
E.g. $\$159,500 \text{ Gross} / \$225,000 = 70.8\%$ Gross as a % of Sales (72% is the NADA Benchmark)

Maintenance Labour Sales - Total sales sold based on linked maintenance operation codes only; no credit is received for unlinked maintenance operations which are sold.

Maintenance Lines Retained - The total number of maintenance lines retained on closed work orders divided by the number of maintenance lines originally booked.

Maintenance Labour Gross - Total Maintenance Labour Sales, minus the cost of each operation code. (Not including cost of parts, labour only)
E.g. $\$225,000 \text{ Sales} - \$67,500 (\text{Cost}) = \$157,500$ Maintenance Labour Gross

Maintenance Lines Retained - The total number of maintenance lines retained on closed work orders divided by the number of maintenance lines originally booked.

Outbound Appt – all appointments booked resulting from outbound efforts. These can also be inbound calls where recent Contact History exists within the last 14 days.

Outbound % - Total number of outbound appointments divided into the total number of appointments booked. DealerMine benchmark is 30%.

Productive Close Rate (PCR) – Ratio of appointments booked to productive recycles. This measure does not include contact attempts where the AC did not interact with the decision maker. I.e. Such as voice mail.
**Make any Recycle code 'productive' in Recycle Setup.*

Sales Per RO - Total sales divided by the total number of RO's
E.g. \$250,000 / 2403 RO's = \$104.04 Sales Per RO

Show % - Total number of RO's closed based on the number of appointments that were originally booked.
E.g. 389 RO's / 477 Appt's = 82% Show %

Tech Hours - Total number of hours closed on work orders for the time frame and report you are running.

Unproductive Hours - The total of unallocated hours as calculated. (BDC Report Card)

- No Colour : The user has unproductive hours of 1.99 or less
- Yellow : The user has unproductive hours of 2.0 to 3.90
- Red : The user has unproductive hours of 3.91 or above