



An Open Letter to The Imaging Channel

Chapter 4: Making Your Service Team Accountable for the Other 25%

Question:

What do you call an employee that does their primary job only 70% of the time?

Answer:

An average copier service technician.

Using BEI Wordstats (™) database, we can look across 100s of dealerships and over 10,000 service technicians discovering that for an average dealership, technicians spend an average of 70% of their time on site or in transit between service calls. Some dealerships are far below that number, but our top 20% of dealers achieve 95% accountability.

Put that another way:

Average dealers accept a 25% loss of productive time that our top 20 dealers do not.

Does that number jump off the page and demand your attention? We already know that once a device is sold and placed, your dealership can do nothing about the revenue you will receive each month. The only thing that will impact your profit is how well you manage your service team. That is the only thing you can control.

Based on this number then, some dealerships are content to let that potential profit slip away through hours they pay for, but that don't produce results. As page volumes lower, the requirement to manage service teams' effectiveness increases. We need to do more with less.

An eight-hour day that is 70% productive is 5 hrs and 36 minutes.

An eight-hour day that is 95% productive is 7 hrs and 36 minutes.

The top 20% can do more work with three technicians than the average companies can do with four.

The time accountability gap in service is actually a profitability gap. When you subscribe to BEI Services, you have all the tools you need to narrow this profitability gap. We have developed a system called Acuity, that helps owners and service managers narrow the profitability gap. The top 20% use Acuity.

I can guarantee you will narrow the profitability gap if you can slice off a fraction of the investment and time, that you typically put toward sales management and training, and invest it in the service team.

Ask your BEI representative how Acuity can help you increase profits.

Wes McArtor
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