



“Are Your Techs Bringing In the Money They Should?”

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Short Description of the Presentation:

Service *should* be the most profitable department within your company...but it usually is not. Why? Few company owners and/or service managers set goals for their techs and then measure their productivity against that goal. This presentation will touch on three key areas of productivity that need to be tracked, by tech. Set the goal and measure against that goal – by tech.

Key Points:

Measure these three Key Performance Indicators for each tech:

1. First, determine the average revenue per billable hour for all your techs – Take total revenue for the service department and divide it by the total service department’s “billable” hours. This will tell you the average revenue brought in for all techs.
2. Secondly, measure average revenue per billable hour by tech. Note the differences. Who really is the most productive – when billing? It is not just total revenue brought in but what they are bringing in **WHEN** they are billing.
3. Thirdly, how well do your techs understand your billing format? – Watch billing efficiency. This is a process of determining what each tech should be bringing in per hour (by taking the hourly rate, diagnostic fee and materials sold to set the goal) verses what they actually brought in. *Now, who is hitting the goal?* With this number you will truly see which tech is the most productive.

Goals have to be set before they can be met! The key is to set the goal and then measure each tech’s productively against that goal. Provide feedback to your techs on a regular basis--not to beat them up--but to help them become better at what they do.