

# **Service Manager's Club of Michigan March Meeting**

## **Minutes**

3/23/2022 Ford's Garage Dearborn, MI 4:30pm

5:02pm Call to Order, recap past Vendor Night planning meeting.

David Fitzgerald announced that Heidi Schaffer would be moving on from her position as Great Lakes Market Area manager and would be replaced by Mark Rogowski (sp)

Wade Simmons and Preetha Ravikumar spoke about OneCX. Specifically dealing with higher level discussions of Medalia and how there is a huge amount of data being compiled. Take away is that the model needs to shift from "managing scores" and move to "managing customers". Wade focused on what went into developing the OneCX system model and Preetha spent time enlightening us on how to deep dive into key drivers that lead to dealer satisfaction scores.

### Key Takeaways:

- NPS is what Ford finds important
- Top 10% has been made more confusing than it should be
- Top and Bottom topics are important to dive into
- Make notes in the Snapshot follow-ups

6:30 Dinner

Q&A

7:00pm Meeting Adjourned

