



# AREA DIRECTOR VISIT ROUTINE

LOCATION \_\_\_\_\_

DATE \_\_\_\_\_

## OARS OF THE GENERAL MANAGER

- Select, Develop & Retain outstanding team leaders
- Train All Positions Effectively
- Schedule and Manage Labor Efficiently
- Deliver a 5 Star Customer & Employee Experience
- Achieve Revenue and Gross Profit Goals

## OARS OF THE AREA DIRECTOR

- Build and Retain a Bench of "A" Level Leaders
- Protect Training Systems and Validate Training
- Validate Operational Standards and Systems
- Ensure 5 Star Customer & Employee Experience
- Achieve Budgeted Revenue and EBIDTA goals

## KNOW BEFORE YOU GO

Review Previous Month's KPIs during the first week of the new month, analyzing trends, key observations, and action items for improvement. After the first week, shift to reviewing Month-to-Date (MTD) KPIs, assessing ongoing performance and making real-time adjustments as needed.

K.P.I.s (completed before visit)		Trends (complete before visit)	
Projected Turnover % Current Vs Previous Month (RD Dashboard)		Maintain X Tickets (Level 2) Vehicle Incident Reporting (Maintain X – Dashboard)	
Total Revenue Variance By \$ and % (Tableau)		CPLH Labor % (Tableau)	
Training Compliance % of Sign Offs – DIP requests (RD Dashboard)		Scheduling (Budget vs Actual) (RD Dashboard)	
Conversion Rate % Churn Rate % (Tableau)		Google Reviews Daily Avg – Score (RD Dashboard)	
Gross Profit EBIDTA (Tableau)		Fleet Revenue (RD Dashboard)	
Total Membership Revenue (Tableau)		Water Usage gallons per car (Open/Close Checklist)	
AVG Drive Up Ticket AVG Member Ticket (Tableau)	<u>DU TICKET</u> <u>MEMBER TICKET</u>	Applicants / Reviews by Day (Jazz HR)	

## AREA DIRECTOR AGENDA TOPICS

(focus items that the AD would like to pay special attention to during the upcoming visit)


## SITE WALK

(GM should lead the site evaluation making sure to cover all topics using  
NOTE PAD to capture notes along the walk, for the recap to follow.)

Begin "Drive in Routine" (landscape and cleanliness of site (entrance drive, XPT lanes, landscaping, signage, uniforms).		Equipment Room – (Validate Proper Zoning, Organization and Cleanliness, Brine Tank, Chemical Levels, Softeners).
Are teams deployed? Scripts being used on XPT? Is the team knowledgeable and goal oriented?		Pipeline Planning and Discussion of SMART Goals and any Performance Plan.
Tunnel Management (smiles and positive interaction, cleanliness of tunnel, blowers, conveyor shelf, pressure washing needed).		Are opening and closing checklists being used?
Wash Quality (proper prep procedure, wash conditions, clean-shiny and dry?) Wash quality form completion.		How is the team progressing to hit their bonus goals?
Lot conditions (spray stations, towel carts, mat cleaning stations, vacuum conditions, dumpster).		Validation of Divvy Charges and Lightyear Invoicing
Is signage in good condition? (pump toppers, wind masters, yard signs)		Office Review (Leadership summaries, Cameras functioning, bathrooms cleaned, cleanliness, standardization, cleaning calendar).
Customer Lobby Conditions (tablet, membership cups, etc)		Last Preventative Maintenance Form Completed (RD Dashboard)
To greet team members & conduct 1 on 1's with one MGR and two team members minimum.		Adherence to company tools and training systems.
Daily Game Plan and communication area completed.		Preventative Maintenance Checklists (Tank Measurements)

# CELEBRATIONS & ACTION PLANNING

(This is the chance to recap the visit and being quick to simply review and determine if we are 100% (Y) or not (N) in aligning with our expectations. Use ACTION PLANNING to detail out some specific actions that should address challenges and agree with your AD on a timeline to complete. Refer to or use NOTEPAD where needed).

		Yes	No	ACTION PLANNING	TIMELINE
PEOPLE & TRAINING  (Oars 1-3)	Training Compliance				
	Team Development				
	Use of Training & Scheduling Tools				
	Recruiting & Retention				
5 STAR EXPERIENCE  (Oars 4)	Clean Facility - Functioning Equipment				
	Customer Engagement				
	Clean, Dry, Shiny - Wash Quality				
	Tunnel Experience				
FINANCIALS  (Oars 5)	P&L Performance to Budget				
	Schedule Execution & Game Plan				
	Salesmanship & Performance				
	Understanding of KPIs & Bonus				

AD: \_\_\_\_\_

GM: \_\_\_\_\_

## NOTES

TOPIC	TIMELINE TO COMPLETE	WHO WILL COMPLETE (Initials)

## NOTE PAD