DARCARS Chrysler Jeep

755 Rockville Pike Rockville, MD 20852

The Darcars car dealerships were started by the Darvish family and have been around since 1977. They recently bought out Courtesy Chrysler Jeep and opened a branch in Rockville during 2008. The goals Darcars set are to have your vehicle of choice in stock for immediate delivery and to let the customers experience their award-winning service team for your car maintenance and repair needs.

There are two branches at the car dealership, Sales and Service. Both branches have similarities in the ways that they communicate, but they do indeed have differences as well. The strategy used for this car dealership is traditional. Car dealerships tend to have strong communication techniques that include traditional and more modern methods. Most dealerships follow similar guidelines when it comes to communication so learning about this specific dealership is a good way to study how they all run.

Darcars Chrysler Jeep is, in terms of communication, a well run machine. All orders come from the owner. The owner sends her messages to the General Manager. The General Managers duty is then to relay the message to the Service Manager and the Sales Manager. Then the message is sent down to the employees that are supposed to receive the message. In the sales
communications chain of command, under the manager are the salesmen and the office workers and under them are the porters. In the service communications chain of command, under the manager are the service writers, dispatchers and mechanics. Under those three are the porters. The receptionists and office workers have their own form of communication. The receptionists can communicate to everyone using the dealerships PA system. They receive calls and page to employees who are trying to be reached. The office workers communicate with everyone as well, but on a much more personal level. Seeing as they deal with paychecks and money they usually communicate using phone calls and mail. Almost all of the employees use every type of communication from verbal messages to emails. (Chart)

The memo to the managers is the formal letter I received. The message was distributed through email from the owner to all of the managers at the dealership. Upon being received the managers were supposed to reply to the owner via email to inform her that the messages were in fact received. The message informs the managers about meetings they have to attend. The meetings are informative meetings about a new protection plan and training for the new plan. After the meeting the managers are instructed to return to their employees and inform them and train them about the new protection plan. Any further questions could now be answered directly by the employee’s managers. This is an efficient way to spread important information to hundreds of employees without having to repeat it hundreds of times. (Memo to managers)

The formal oral message was from the Service Manager to the Porter. The manager told the porter to meet him at the front office. To send this message the manager used the PA system. Once the two met the manager gave him keys to a car and told him the car needed to be detailed and delivered to a customer. The porter heard the message and repeated the instructions back to confirm that he understood what he was supposed to do. After the car was cleaned and delivered,
the porter returned to the manager, gave him the paperwork and told him the car was delivered successfully.

The informal oral message was regarding a customer complaint. It was sent from a Service Writer to the Service Manager. She told the manager about how the customer was complaining about the price of his bill and would like to discuss it with the manager. The manager then talked the bill over with the customer and explained what he was specifically paying for. After the customer understood what he was paying for and why the manager had the service writer take the customer to the cashier. A week after the customer left the manager told the service writer to call and check up on the customer.

Power and politics in this business are not very prevalent. Power is sometimes involved. Power is distributed throughout the employees in the chain of command described earlier. When it comes to outer business power there have been situations where celebrities try to get extra discounts or even free performance on their cars. They are treated no differently than any other customers.

Decisions are made by everyone in the company. When it comes to important decisions, the employees will come to a conclusion and run it by the managers. If it is a very large decision the managers will ask for the owner’s advice. One great example of the way decisions are made in the sales department would be price negotiating. When it comes to the actual sale the salesmen will verbally discuss prices with the customer. Then they will confirm prices with the sales manager. After the roof price has officially been confirmed they can now go ahead and negotiate with the customer. Now that a roof price was established it is up to the salesmen to decide how close to the roof price they are willing to offer the customer.
A good example of decision making in the service department is how the dispatchers chose which mechanics get which jobs. As soon as the written report is sent to the dispatcher he is supposed to pick a mechanic for the job. He has to pick which mechanic is best and most qualified for the specific job while trying to keep the jobs even so everyone has plenty of work. Obviously dispatching is the dispatchers job so it is a job based on decision making skills, but he the jobs are not being distributed correctly it is the managers decision to fix the problem.

Culture and ethics are important in the car dealership business. The business almost has its own culture within civilization. Whether you work in the office, the sales floor or in a mechanics bay all of the employees at a car dealership share a special bond. At Darcars a lot of people have worked together a very long time. The way people at most dealerships do things are just so real. It is rare to find fake people at a place like that. The bond the employees build is so strong, it seems to be a big reason why working at a car dealership is a job that stays in families.

Ethics are also an important ingredient when it comes to building a successful car dealership. If people do things unethical, the company will sink. There are too many cheap repair shops out there that will cheat their customers out of good service. Customers have the right to trust people dealing with their cars. People take their cars to dealerships because they do not know about cars, therefore they could be easily taken advantage of. If you run a shady business or do not properly take care of the cars you will not get repeat customers. Having good morals and ethics tend to be underrated in business these days but at Darcars it is certainly not!

The physical and technological environments at Darcars are well suited for successful communication. The sales department is clean and comfortable. All of the employees are close together and only a short distance from the receptionist and the service department. This makes it
easy to constantly communicate with the employees in the sales department as well as stay in close contact with the receptionist and service department. The service department is larger than the sales. The service writers are closest to the entrance. The dispatcher is in-between the service writers and the mechanics, this keeps the flow of the business at top caliber. The receptionist is located in the middle of the dealership, this is very efficient. Seeing as both sales and service customers use the receptionist, placing her in the middle makes sense. The office workers are located in a different location, which keeps the dealership more open and welcoming.

On the technological side the PA system makes communicating from the receptionist booth very beneficial as well as simple. She can contact anyone on the dealership grounds without leaving her booth. Phones and email are extremely important for the office workers. These two perks keep them connected to everyone. It is important for the office workers to stay in close contact with everyone but it is equally important for their conversations to stay private.

“The corporation is an institution dependent on its communication systems for information and interaction.” (Rogers, 1998). This is an interesting point, and certainly true for the Darcars company. Technology is a key role in the communication being successful. “Email is becoming an absolute necessity in the workplace.” (Hudson, & Bernard, 1994). Without email at Darcars it would be extremely difficult for the owner to communicate with the managers as frequently as she does, and this breaks up the communication chain of command throughout the entire dealership. The PA system is also something that stands out. It is very efficient and easy to use. It is a crucial part of the communication system, without the PA they would need to hire more people just to help communicate to each other and trade messages in different sections of the building. Another thing that is appealing is the way they deal with their customers. “When possible, offer choices that show the consequences of different options. This allows the other
person to choose both the process and its impact.” (Kaye, Ph D, 2007). The employees seem to understand that the customers do not usually understand what is wrong with their cars or why. They quickly see how the customers see the situations and then they try to relate it to them easier and give them choices. The Darcars dealership truly is a well run communicative machine, there are not many flaws in the way they communicate.

There is one thing that could help keep the employees connected. “Anything that could help organize the way a company communicates should be explored.” (Breslin, 2003). If the mechanics and porters got walkie talkies then they could stay connected to the dealership while on test-drives or while picking up customers. There are three problems with this idea, the range would probably not be vast enough, people don’t need them because they already have cell phones, and due to the cell phones they are already carrying a lot so a bulky walkie talkie would not help and probably even get lost. “If the company is running well, there is no need to add and create setbacks that are not necessary.” (Jameson, 1997). The communication techniques they use at Darcars Chrysler Jeep are extremely efficient and simple so they are not in a rush, nor should they be to change anything.
Works Cited


