



## **QuickStart Guide**

**BMW Workshop Report**  
December 2004

## BMW Workshop Report

ARKONA QuickStart Guide

Use this QuickStart Guide to learn how to print and understand the BMW Workshop Report.

- This report only displays as an option in the Service Department function **24=Reports** if the service group BM is defined in the Service Groups area of the Service Department Application Environment.

### 1. Get to the Service Department menu and take the following steps:

- a. Take option **24=Reports** and take option **1=Select** by BMW Workshop Report.
- b. Key in the Report Month and Report Year and press [ENTER] to display the Printer Selection window.
- c. Press [ENTER] to print.

### 2. Use the table below for help understanding the report.

Column Heading	Meaning
MTD Active (9011)	<p>The number of BMW active customer vehicles passing through the workshop for retail and/or warranty work only. If both retail and warranty work have been performed on the same vehicle during the same visit, it is only counted as one visit. The key to remember is the number of vehicles that went through your shop during the month is being evaluated. If the same vehicle visits your center twice during the same month, this is to be submitted as 1 vehicle put through the shop.</p> <p>Note: A "BMW Active Customer" is one who has visited the center at least once during the previous 12 months, or purchased their vehicle from that center during the last 12 months.</p>
MTD Transient (9012)	<p>The number of transient customer vehicles passing through the workshop for retail and/or warranty work only. If both retail and warranty work have been performed on the same vehicle during the same visit, it is only counted as 1 visit. If the same vehicle visits your center twice during the same month, this is to be submitted as 2 vehicles put through the shop, the first visit being a transient customer and the second visit is counted as that of an active service customer.</p> <p>Note: A "Transient Customer" is an owner who has never visited the center before (such as servicing their car at the competitor or a traveler). A Transient Customer is also an owner that had previously serviced their vehicle at your center, but has not been in for service in the previous 12 months (a reactivated customer).</p>

<b>Column Heading</b>	<b>Meaning</b>
MTD Internal (9013)	The number of internal transactions (internal repair orders) that went through the workshop, i.e., new car PDI, demos, used cars, and loaner cars in for service, etc.
Total Customers (9014)	The total number of BMW Active Customers on file. This figure will change monthly because of new car sales, new active customers (transients and reactivated customers), as well as those customers who have moved from "active" to "inactive" because they have not visited during the last 12 months.
MTD Repeats (9030)	Total repeat visits by customers. If a customer brings a vehicle in for service and then brings the same vehicle in for service a second time within 30 days, the second visit only is counted as a repeat visit. The MTD Repeats includes comeback visits.
MTD Comebacks (9030)	Total comeback visits by customers. If a customer brings a vehicle in for service and then brings the same vehicle in for service a second time within 30 days and the same correction code is used, the second visit only is counted as a comeback visit. Comebacks are included in the MTD Repeats count.