TITLE: Customer Relations Manager

REPORTS TO: Dealer/President

POSITION INFORMATION:

The Customer Relations Manager is the dealership's goodwill ambassador. S/he fulfills the dealership's customer relations policies in an effort to build and retain a loyal customer base. Working with department managers, the Customer Relations Manager develops and administers the dealership's customer relations program. S/he recommends any revisions in the customer relations policy to the Dealer. This position involves three primary areas of responsibility: sales and delivery, service and reporting.

DUTIES AND RESPONSIBILITIES: (Dealer: For each job function, check ''E'' if it is essential in your dealership or''M'' if it is marginal.)

Sales and Delivery:

E( ) M( ) Work with salespeople to ensure that post-sale customer contacts are made and that updated files are kept on all customers.

E( ) M( ) Assist in resolving customer complaints which cannot be handled by salespeople or managers.

E( ) M( ) Attend all sales meetings.

E( ) M( ) Assist in the delivery of new and used vehicles when requested by the sales staff. Each customer should be made aware of warranty details, maintenance schedule, major engine components, interior features and spare tire location, as well as the service and parts departments' hours and locations.

E( ) M( ) Coordinate all vendor-supplied or internal customer follow-up programs.

E( ) M( ) Ensure that all new vehicles have been detailed, washed and sent through pre-delivery inspection.

E( ) M( ) Confirm appointments.

E( ) M( ) Ensure that a get-ready or repair request has been completed for customers who are having additional work done to their cars.

E( ) M( ) Direct customers with detailed questions about the sale or about financing back to the appropriate manager immediately.

Service:

E( ) M( ) Be available during the early-morning service rush to assist service customers whenever possible.

E( ) M( ) Make all post-customer contacts within 72 hours of delivery and coordinate service appointments for customers who are having mechanical problems with their vehicles.

E( ) M( ) Ensure that all service complaints are resolved. When all dealership resources have been exhausted, coordinate factory assistance.

E( ) M( ) After putting a dissatisfied customer in contact with the appropriate service personnel, follow up with all parties involved to determine what action was taken.

E( ) M( ) Maintain documentation of all service contacts, to include: customer's name, type of vehicle, date of contact, nature of problem, service personnel involved, and steps taken to resolve the problem. File all such documentation and review with the service manager once a month.

Reporting and Other Duties:

E( ) M( ) Report dealership ratings on all factory-generated surveys.

E( ) M( ) Report on the overall customer atmosphere in the dealership.

E( ) M( ) Prepare weekly and monthly reports on the status of customer satisfaction in the dealership. Review with the General Manager and department managers. Include:

a) Current dealer zone and region standings.

b) Significant changes in customer ratings and possible contributing factors.

c) New customer satisfaction strategies.

d) The dealership's achievements in or unique experiences with customer satisfaction.

e) Case histories of customer problems and how they were handled.

E( ) M( ) Provide articles for the monthly service newsletter, reporting on customer service and the dealership's customer relations program. Submit articles to the Service Manager and General Manager for approval.

QUALIFICATIONS:

High school diploma or the equivalent. Ability to read and comprehend instructions and information. One year of experience in a customer service position. One year of experience in a dealership position. Excellent communication skills in person, on the telephone and in writing. Professional personal appearance. Ability to work well with customers and resolve customer complaints. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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WORKING CONDITIONS:

Will move throughout all departments of the dealership, both inside and outside, to communicate with customers and employees.

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NOTE:

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the dealership reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, work load, rush jobs, or technological developments).

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the dealership has a similar right.

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Employee's Name Employee's Signature Date

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Supervisor's Name Supervisor's Signature Date

We are an Equal Opportunity Employer