

Position Description

Title: Service Manager – AutoStream Car Care

Reports to: General Manager

Major Job Objectives:

To ensure that the day-to-day operations of AutoStream Car Care service bay facilities are best in class within the industry with regards to sales, margins, customer satisfaction index (CSI), average repair order (RO), scheduled maintenance, and appearance. You will be responsible for all personnel issues regarding the technicians, service writing, customer satisfaction, parts and service bay inventory, ordering parts/supplies and vendor relationships. In addition, you will work closely with the General Manager, Principals and staff of AutoStream Car Care to assist in the implementation of operational improvements in the service bay facilities at the location. This would include providing direction and guidance to service personnel, analyzing and identifying profit improvement opportunities, reviewing and recommending measures to lower cost of goods sold, improving computerized measurement tracking capabilities, and achieving improved sales and profitability targets at the location. This will be accomplished through the development and execution of the following:

- Maximizing sales and service bay revenue by executing the Company's "Service Bay Program" – see attachment
- Achieve a minimum 50% gross profit on TBA
- Achieving an initial average repair order (RO) of \$300.00; Goal is \$350 ARO.
- Ensuring that all cars receive a thorough Courtesy Check
- Acquiring Commercial Accounts, (not House accounts), if possible.
- Solicit Scheduled Maintenance. Premium SM packages should be at least 30% of your total car count
- Increase car count by maintaining an excellent C.S.I. rating and building customer relationships
- Utilizing an Appointment Book and scheduling customers for their next visit
- Solicit potential service bay customers at the gasoline islands & in the C-store if necessary
- Providing excellent customer service and satisfaction (Greeting, selling, delivery & follow-up)
- Implementing and executing all Company programs including tracking & reporting results as required (e.g. Employee & Community discount cards; AAA members, etc.)
- Developing and implementing system and service bay enhancements at the station that will improve performance
- Hiring, training and coaching service bay personnel (technicians, assistant technicians) as required
- Lowering cost of goods sold
- Participating in the development of advertising, marketing and promotional offerings
- Ensuring that service bay appearance is to 5-Star standards and is consistently maintained at a superior level
- Maintain a supportive/cooperative line of communication with all members of the station staff
- Safeguarding all Company assets including receivables, assets and equipment
- Provide direction to Sales Associates as required
- Ensure all service personnel are in approved uniforms; shirt; tie; name badge; blue or black pants; work shoes

Service Department Hours:

Hours of service bay operations are Monday thru Friday 8AM – 5PM and Saturday 8AM – 2 PM (or as required).

AutoStream Car Care – Service Bay Program

- Arrive at station at least 15 minutes ahead of opening time. Open on time.
- Service Manager in uniform – AutoStream shirt; tie and name badge. Only AutoStream jackets, sweatshirts and hats are to be worn.
- Technicians in approved uniforms; ASE & AAA patches. Black shoes.
- All personnel well groomed; shaved.
- Greet customers and build relationships
- Phone calls – answer timely
 - Update customers at 10AM and 2PM and give them the status.
- Develop a solid team – train techs to be able to step up and handle the desk/phones when necessary
- Drop off forms completed and signed by the customers
- Bridge to Scheduled Maintenance services at the drop-off
- **Courtesy Checks** performed on all vehicles and thoroughly documented.
- Pull wheels and inspect brakes & tires on all oil changes.
- Follow the ATI parts & labor matrix.
- Have all certificates/awards/citations/signage neatly displayed.
- Keep Customer Testimonial book up-to-date and available for new customers to review.
- **Forward Scheduling** - maintain an appointment calendar and set up appointments 90 days in advance when they pick-up the car or when you speak to them last.
- Keep service bays clean and well merchandised and well lit
- All vehicles receive – our oil change reminder sticker; seat covers; steering wheel cover; floor mat and customer response post card.
- Take in, repair and deliver cars same day, whenever possible
- Utilize advertising and marketing programs; Moving Targets; email; Taxi Certificates; VIP Cards etc.
- Maintain vehicle notes for direct mail reminders
- Build customer email database.
- Utilize grease boards and communicate with technicians.
- Hold shop meetings monthly and advise GM at each monthly Service Manager meeting of date and time.
- Achieve and maintain – AAA; ASE Blue Seal
- **Thank You calls** - follow-up with all customers on the phone 3 days after service – leave a voice mail – just to say “Thank you for your business”.
- **Where Have You Been calls** - utilize the database and call customers we have not seen in 6 months or more.
- Park all vehicles that have been completed, facing out.
- Leave “premium” in the car for the RO’s that are in excess of \$350.00. (future)