



Job Description

Position: Service Manager

Reports to: General Manager / Owners

Job Purpose

- Effectively & profitably manage all aspects of Service Department operations
- Promote manufacture standards and Best Practices

Position Requirements

- Excellent communication, organization, and interpersonal skills
- Versed in all factors of the Service Department systems, procedures, and controls
- Ability to manage, motivate, evaluate, develop, and direct staff
- Customer contact experience required

Departmental Responsibilities

- Fostering a customer-centered service philosophy and team approach among all employees.
- Achieving a high level of repeat service customers by ensuring the service experience exceeds owner expectations.
- Maintaining relationships with customers throughout the ownership period by using service communication systems.
- Achieving a high degree of customer satisfaction so that the customer satisfaction index is well above national average.
- Establishing a personal network.
- Maintaining positive working relations with service vendors.
- Reviewing and preparing Service Department supplies orders.
- Planning progressive goals for technicians and specific training to reach these goals.
- Establishing appropriate staffing levels and advising ownership when adjustments are necessary.
- Ensuring high quality of new hires by thorough screening and selection.
- Maintaining and fostering relationships with training schools.
- Defining and implementing training schedule for new hires.
- Balancing employee vacation schedule with customer service needs. This may require limiting vacation time used during peak season.
- Planning event specials.
- Ensuring that all Service Department computers and diagnostic equipment have current versions of OEM software.
- Limiting controlled expenses such as overtime wages, goodwill, comebacks, and policy work.
- Achieving profit goals by developing and meeting sales targets, target percentages of gross profit on labor sales, and targets for hours expended per transaction.

BMW Motorcycles of Western Oregon

BMW Motorcycles of Western Oregon, Eugene

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BMW Motorcycles of Western Oregon, Tigard

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- Establishing and maintaining financial objectives by preparing an annual forecast based on market penetration, budget, expenses, and profit.
- Maintaining budget levels by monitoring expenditures, analyzing variances, and initiating corrective action.
- Utilizing dealer management system (AKRONA) reports for perpetual Service Department evaluation.
- Creating new reports for Service Department evaluation.
- Ensuring the correct handling of all aspects of the service transaction by thoroughly training and monitoring employees.
- Establishing and implementing systems to ensure safety and security of customer vehicles and property.
- Ensuring service files are up to date and readily available for reference.
- Maintaining supply and support systems including technical reference materials, workshop supplies, and other materials ensuring they are current, accessible, stocked, and distributed.
- Ensuring speed and accuracy of transactions by controlling administrative activities.
- Ensuring physical resources such as parking, reception areas, workshop, major equipment items, special tools and service vehicles are properly used and maintained by following good maintenance and housekeeping practices.
- Ensuring proper waste disposal by following safe and legal material handling procedures.
- Operating and maintaining the Service Department according to the safety and appearance standards established by appropriate government entities, manufacturer requirements, and the dealership.

Interdepartmental Responsibilities

- Planning execution of recall/campaign bulletins that involve quantities of bikes.
- Providing a high level of support to the new & used vehicle sales operations by ensuring their service needs are met in a timely and efficient manner.
- Promoting parts and accessories by developing and implementing effective merchandising and promotional programs.

Staff Meeting Responsibilities

- Attending weekly staff meeting.
- Reporting on service schedule, new bulletins, etc.

Educational Responsibilities

- Upgrading knowledge of manufacturer products and services while maintaining professional and technical expertise.
- Attending trade shows.
- Attending manufacturer classroom educational opportunities
- Completing manufacturer required online training.
- Reviewing industry publications.

Personal Responsibilities

- Identifying short term (1 year) & long term (3 & 5 year) professional development goals related to this position.

Accepted by _____ Date _____
Employee

Approved by _____ Date _____
Supervisor