

## **AUTOMOTIVE BDC REPRESENTATIVE - JOB DESCRIPTION**

---

### **FUNCTIONS:**

- Customer Relations
- Administration
- Sales & Marketing Ability
- Service Knowledge
- Maintenance of Product and Industry Knowledge
- Interdepartmental Relations

### **SKILLSETS:**

- Adaptability
- Strategic Analysis
- Continuous Improvement
- Customer Enthusiasm
- Detail Oriented
- Sound Judgement
- Organizing and Planning
- Collaborate with Team Members
- Takes Initiative

### **PERSONALITY ATTRIBUTES:**

- Patience
- Attentiveness
- Cognitive Empathy
- Clear Communication Skills
- Ability to Use "Positive Language"
- Ability to "Read" Customers
- A Calming Presence
- Persuasion Skills
- "WOW" Customers Service

### **REPORTS TO:**

- BDC Manager
- Service or Sales Manager
- Our Customers

### **BUSINESS SKILLS REQUIRED:**

- Ability to converse with customers to discuss needs and direct appropriately within the dealership.
- Speak clearly and persuasively in positive or negative situations.
- Knowledge of telephone, text and email techniques and etiquette.
- Knowledge of sales and service procedures, processes, and follow-up.
- Ability to active listening and deliver 110% customer experience.
- Enjoy providing customer enthusiasm.
- An interest in the automotive industry.
- Strong customer service and phone skills.
- Possess strong organizational, follow-up and paper-flow handling skills.
- Quick thinker and learner.
- Positive, flexible and process-oriented.
- Organized, self-motivated, enthusiastic and detail-oriented.
- Professional with a confident attitude.
- Accurate record keeping.
- Previous call center experience (an asset but not required).
- Able to thrive in a fast paced, changing environment.



**POSITION SUMMARY:**

- Basic knowledge of company products (labor rates, menu item prices, models, series, options, warranties, vehicle maintenance, standard equipment, specifications).
- Demonstrate sensitivity toward customers and strong interest in exceeding customers' expectations.
- Is capable of addressing customer hesitation and resistance with patience and empathy.
- Capable of project a positive image every time you place or receive a telephone call.
- Works with all departments in the dealership, charts and monitors daily activities.
- Ability to work a flexible schedule, including weekends and evenings.

**CUSTOMER SERVICE ORIENTATION:**

- Believes that the customer is the most important thing.
- Devotes maximum attention and effort to providing the highest levels of customer service.
- Feels a personal sense of achievement when customers are delighted.
- Understands and anticipates customer needs and works tirelessly to meet them.
- Willing to go above and beyond the call of duty to help customers and resolve their problems.
- Thrives on ensuring that the customer experience is the best it can be.
- Sees customer complaints firstly as opportunities to create customer satisfaction.
- Driven to make sure every customer feels valued.

**WHAT THE WORKER IS LIKE?***The work of the BDC Representative:*

- Is focused on the process of understanding and meeting customer needs.
- Genuinely customer-oriented and has the ability to readily establish rapport with customers.
- Project a professional company image through telephone interaction and written communication.
- Well developed team member skills.
- Working knowledge of computerized software systems.
- Well developed customer service and telephone skills.
- Displays energy and enthusiasm in approaching the job.
- Maintains high level of productivity and self-direction.
- Upholds organization's goals and values.
- Posses clear communication skills.



## WHAT THE WORK IS LIKE?

### *The BDC Representative:*

- Work in a fast-paced environment with constant interruptions.
- Schedule new car delivery customers first service appointment.
- Learn how customers define values and design a personalized contact strategy.
- Multi-channel communication with customer: contact via email, phone and website.
- Contact leads from all touch points: dealer portal, DMS and CRM system, showroom and website.
- Administrative support for all correspondence; promotions, community events, mailers, service notification, birthday letters as needed.
- Proactive outbound calls to schedule regular maintenance, recalls and preventive services.
- Up selling and providing information on services to customers.
- Respond to inbound customer requests and questions.
- Provide customers with vehicle status information when needed.
- Outbound service CSI follow up calls.
- Assist with any parts inquiries and warranty information.
- Maintain and update customer and vehicle information during every contact in database.
- Address or escalate any potential issues identified by customer.
- Ability to work a flexible schedule, including weekends and evenings.
- Requires a genuine concern about customer enthusiasm, as evidenced by consistent follow-through with customers.

The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job. You may be called upon to attend Workplace Health & Safety meetings, WHMIS training or other pertinent organizational training/certification when required. Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time. By signing this form, you confirm that you have discussed this job description in detail with your employer.

Dealership Name:	
Employee Name:	Date:
Employee Signature:	
Manager Name:	
Manager Signature:	Date:

