

CAFFYNS PLC : JOB DESCRIPTION

JOB TITLE:	AfterSales Manager
LOCATION:	Worthing Volvo
DEPARTMENT:	Service
HOURS OF WORK:	8.00am to 6.00pm Monday to Friday Occasional additional hours as required
SALARY:	Commensurate with skills and responsibilities

MAIN PURPOSE OF JOB:

To ensure the efficient and profitable operation of service department by establishing and agreeing with dealership management and meeting objectives that cover the aftersales department's operating policies and standards to achieve both high levels of customer satisfaction and profitability.

To control resources at a level commensurate with profit requirements and enhanced customer relations.

To maximise departmental profitability through the sale of labour, parts and associated products to franchise and non-franchise customers.

To be responsible to the Franchise Manager for the efficient running and profitability of the Parts department.

To deal with customers at the front counter and over the telephone, recording their requirements as required in a professional & polite manner.

To be responsible for all Volvo parts operations that fall within the Dealer territory. To implement company and manufacturer procedures where necessary as agreed with the Aftersales Manager and which are within company policies.

To sell and supply Manufacturer parts to Trade and Retail customers.

1) MAIN WORKING RELATIONSHIPS:

1.1) Responsible to:

Franchise Manager

1.2) Responsible for:

Parts Manager
Parts Advisors
Service supervisory staff including Service Receptionists
Workshop Controller
Vehicle Technicians (skilled and semi skilled)
Apprentices and trainees
Workshop Administrative staff

1.3) Relationships with:

All Branch Staff
Other company managers
Branch Administrator
Manufacturers' representatives
Suppliers and other company representatives.
Specialist repairers and sub-let suppliers.
Representatives of statutory or legislative bodies.
Health and Safety Officer RTITB officer.
Head Office and Regional Personnel.

2) OBJECTIVES AND KEY TASKS:

2.1) Improved profitability:

Ensure the Aftersales departments achieve budget objectives by continual weekly/monthly examination of accounts, operating controls KPI's and composite figures to allow the necessary improvements and corrective action to be taken where variations occur.

Ensure accurate invoicing and job costing in the aftersales department.

To ensure premises and equipment and other assets are controlled and used effectively.

To ensure all materials purchased are controlled and sold at a profit.

Control and monitor parts stock and organise periodic stock checks.

Ensure the department is within the Top 25 of the One Business Scorecard.

2.2) Customer service and satisfaction:

To improve the quality of customer service and retention by enhanced facilities, improved technical skills and effective marketing.

Customer satisfaction maintained at national Top25 for franchise.

To ensure high standards of quality workmanship to achieve minimum repeat repair claims.

2.3) Cost Control:

To maintain effective control of expenses in line with budget objectives by monthly examination of management accounts.

Ensure all outstanding debts are collected quickly.

Ensure obsolete parts stock is kept to a minimum and disposed of following company guidelines.

To ensure all aftersales department invoices are submitted to customers on collection of vehicles/parts.

2.4) Warranties:

To ensure all warranty claims are submitted accurately and within the manufacturers' timeframe.

To ensure claims meet franchise requirements for accuracy and validity.

3) MAIN JOB FUNCTIONS:

3.1) Personnel:

To establish the levels of staff required to achieve the established budgets.

Interview, select, and hire in accordance with company recruitment procedures

Train aftersales department staff in conjunction with General Manager.

Select and appoint apprentices in conjunction with training departments.

Ensure that training standards are fully maintained so that future manpower requirements are covered.

In consultation with training personnel establish training needs, plan programme and maintain records of training. Ensure up-to-date and accurate documentation to allow grant redemption.

Establish training programme to update technical staff.

Establish and administer 'in dealership training' policies as required to provide the recommended standards of service.

Operate staff performance appraisal systems in accordance with company procedures and ensure action taken on results.

3.2) Administration:

Ensure all clerical functions within the service department are carried out in accordance with policies (warranty claims, customer follow-up, workshop loading, estimating, invoicing, daily operating controls).

Review with Franchise Manager all departmental activities and reporting systems.

Establish adequate safety and security procedures to protect property and company personnel.

Check all workshop equipment for condition and accuracy of diagnosis. Administer warranty policy in the best interests of dealership, manufacturer and customer.

Ensure adequate maintenance of the aftersales department.

Ensure adequate maintenance of tools, equipment and other materials in the aftersales department.

Ensure accuracy of all details held on DMS for both customer and staff.

3.3) Communications:

Maintain effective liaison with all other departmental managers.

Advise Franchise Manager on all aftersales related developments.

Maintain direct liaison with manufacturers, suppliers, statutory representatives and all other contacts.

Advise as required on mechanical and diagnostic problems.

Implement new vehicle preparation and used vehicle reconditioning according to company policy.

Provide vehicle appraisal as required by the Sales Manager.

3.4) Marketing:

Draw up and initiate aftersales marketing plans.

Instigate and operate advertising and promotional activities.

In collaboration with Sales Department establish system and method of ensuring all vehicle buyers/owners are introduced to service department and key personnel.

Maintain record of customer complaints and/or congratulations for use and action as required.

Ensure accurate recording of all data including next service and mot date, customer details including name/address/all phone numbers/email address.

3.5) Finance:

Review all pricing policies, labour rates, fleet discounts, parts pricing and all other company policies.

Monitor workshop productive performance daily, by total and individual technician/mechanic.

Monitor service department financial performance weekly.

Monitor all warranty claim submissions and requisite credits and take action as required.

3.6) Quality Control:

To ensure that all company quality control mechanisms are followed and take remedial action if appropriate

To ensure all MOTs are carefully completed and comply with VOSA regulations.

3.7) Customer Care:

To ensure a customer focused approach from all staff and also ensure that customer feedback is utilised to improve customer care.

Monitor and report to Franchise Manager First-Time Fix rates weekly.

Monitor CSI scores achieve and maintain as a minimum the required targets set by manufacturer. (Top25)

4) OTHER DUTIES:

Ensure compliance with Manufacturer audit requirements.

Any other duties commensurate with the post as requested by the Franchise Manager.

5) CONFIDENTIALITY:

All information relating to customers and the business is to be treated confidentially in line with Company procedures.

6) HEALTH AND SAFETY:

Caffyns has an obligation under the Health & Safety at Work Act 1974 to provide safe and healthy working conditions. All employees are required to co-operate with management in discharging this responsibility and must take responsible care for the health and safety of themselves and others.

7) TERMS AND CONDITIONS OF EMPLOYMENT:

Other terms and conditions are as reflected in the contract of employment.

(A job description is a written statement of essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved).

Service Manager

HR

April 2025

**Caffyns plc
Person Specification
Aftersales Manager
Worthing Volvo**

QUALIFICATIONS

Essential

GCSE Grade C or above in English and Maths or equivalent
City and Guilds in Motor Vehicle Technology or equivalent

Desirable

National Craft Certificate or Equivalent
NVQ/SVQ levels 2 and 3 in Customer Service or equivalent
Management Qualification BTech/Business Management Diploma

ATTAINMENTS/COMPETENCIES

Essential

Ability and skills to deal with the overall management of the Aftersales Department
Good understanding of all Financial KPI's of Service and Parts
A good level of appropriate training which relates to the Aftersales Managers role

Desirable

Knowledge of and ability to apply vehicle service/parts and warranty processes
Word processing/Excel skills
Knowledge of warranty administration systems

SKILLS REQUIRED

Essential

Good oral and written communication skills
Ability to work in a customer focused manner
Can lead by example and is totally focused on providing a high level of Customer Care
Able to motivate and lead others to perform in all aspects of their role
Smart and professional presentation at all times

Desirable

Self-prioritise workload according to the business needs

SPECIAL APPTITUDES

Essential

Self motivated and able to work under pressure
Commitment to Caffyns' aims and objectives
Totally customer focused

Desirable

Knowledge of/can demonstrate ability to work with UCS/Power (in-house IT system designed for the motor retail industry)

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