

**Job title:** Supervisor of Customer Relations  
**Department:** Administration Department  
**Reporting to:**  
**Date written:**  
**Approved by:**  
**Date approved:**  
**Date reviewed:**  
**Employment status:**  
**Written by:**

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### **SUMMARY JOB DESCRIPTION**

***Develops and administers a customer relations program aimed at creating and retaining a loyal clientele.***  
*Acts as liaison officer between the dealership and its clientele and represents the dealership and its clientele.*

The **MAJOR TASKS** are listed below, but the incumbent may be assigned to other duties.

- Coordinates customer follow-up programs.
- Participates in resolving customer complaints and coordinates follow-up with the manufacturer, when dealership resources have been exhausted.
- Writes monthly reports on the state of satisfaction of dealership customers, including the results of any surveys designed internally or by the manufacturer.
- Maintains a file containing a factual history of customer complaints and problems, documented with the customer's name, the model of the vehicle, the maintenance date, the nature of the problem, the personnel concerned and a detailed description of the solution.
- Ensures that new cars are properly prepared for delivery.
- Participates in the delivery of new and previously used cars, ensuring that the customers are aware of the particulars of their warranties, the maintenance program and the proper use of vehicle features, especially those related to safety. Indicates the opening hours and locations of the parts and after-sales departments.
- Follows up with sales department customers by telephone within 48 hours, to ensure customer satisfaction.
- Follows up with customers of the after-sales department by telephone within 48 hours, to ensure customer satisfaction.
- Once a month, reviews all cases of problems with after-sales service with the manager of this department.
- Works with sales personnel to ensure that after-sales contact is made with the customers within 48 hours of delivery and that all customer files are kept up-to-date.

- Organizes and confirms maintenance appointments for new customers who have mechanical problems. Follows up with all concerned after the repairs have been completed.
- Discusses the state of dealership customer satisfaction with the general manager and the department managers, noting major changes.
- Keeps a file on dealership accomplishments as far as customer satisfaction is concerned.
- Welcomes and serves after-sales department customers, at the request of his/her supervisor.
- Takes part in sales, after-sales and management meetings, as well as general administration meetings, as requested.
- Introduces customers to parts and after-sales personnel, indicating the locations of the shops and the opening hours.
- Develops and analyzes the results of a questionnaire on customer service at the dealership.
- Implements customer satisfaction programs.
- Strives to obtain excellent results in the manufacturers' surveys. Frequently analyzes the results.
- Keeps up-to-date on upcoming community events and examines the feasibility of dealership participation.
- Coordinates special events, promotions and information sessions having to do with services provided by the dealership.
- Informs the managers about the performance of their personnel and makes suggestions for improvement, if necessary.
- Acts as resource person for all special projects involving improvements at the dealership.
- Maintains a professional appearance.
- Performs other tasks, based on management requirements and instructions.

## SECONDARY TASKS

- *Description of one or more secondary tasks to be added, according to your needs.*

## JOB REQUIREMENTS

**Language skills**  
**Knowledge and skills**  
**Responsibilities**

**Effort**  
**Work conditions**  
**Other requirements**

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Uses his/her software efficiently to obtain more details about the requirements of the job. This software has the advantage that it incorporates the sixteen job evaluation factors developed by the CCAQ to facilitate the achievement of pay equity within the business. With this software, each job evaluation criterion for the jobs related to a job can be indicated below each job description.

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***N.B.: In this publication, the use of the masculine to refer to people does not imply any discrimination.***

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