

DACUM Research Chart for Service Manager

May 16, 2016

Duties		Tasks											
A	Manage Service Department Work Flow	A-1 Review sold units requiring delivery	A-2 Review service units requiring delivery	A-3 Review daily appointment schedule (e.g., pre-PDI stock/delivery)	A-4 Review RO write-ups	A-5 Prioritize ROs	A-6 Assign repair jobs to techs	A-7 Verify service approvals have been obtained	A-8 Determine parts needed	A-9 Oversee work in progress	A-10 Update ROs	A-11 Review closed ROs	
	Provide Customer Service	B-1 Provide customer hospitality (e.g., greet customer, overnight accommodations)	B-2 Process customer correspondence (e.g., mail, phone, fax, e-mail, texts)	B-3 Perform follow-up call (e.g., repair, delivery)	B-4 Survey customer satisfaction	B-5 Perform courtesy contacts (e.g., appointments, parts, SOP)	B-6 Provide after-hours drop off (e.g., night drop/early bird service)	B-7 Provide emergency assistance referral (e.g., dealership referral, technical information)	B-8 Authorize goodwill expenses				
C	Generate Service Department Revenue	C-1 Market service specials (e.g., print, digital)	C-2 Determine service options and/or referrals	C-3 Create incentive up-sell program (e.g., spiffs)	C-4 Develop technician performance pay program (e.g., incentives, flat rate)	C-5 Manage technician time (productivity and unapplied)	C-6 Manage trade agreements with insurers (e.g., insurance companies, manufacturer warranties)	C-7 Determine specialized labor rates	C-8 Maintain saleable condition of stock units				
D	Review Administrative Reports	D-1 Review profit and loss report	D-2 Review open RO report (e.g., missing DOC, work-in-progress, sublets)	D-3 Review productivity/efficiency reports	D-4 Review CSI report	D-5 Review DOC report	D-6 Audit technician time tickets	D-7 Review service advisor performance report	D-8 Review warranty reports	D-9 Review effective labor rate report	D-10 Set service department productivity goals		
E	Manage Service Personnel	E-1 Recruit qualified employees	E-2 Hire employees (e.g., drug testing, background checks, driver's license checks)	E-3 Conduct employee orientation	E-4 Manage employee work schedule	E-5 Provide employee counseling (e.g., discipline, work)	E-6 Evaluate employee performance	E-7 Maintain employee personnel files					
F	Train Service Department Staff	F-1 Identify training/certification needs	F-2 Coordinate preparation of service department training materials	F-3 Document service department training and resources	F-4 Provide customer information security training to staff	F-5 Provide required training (e.g., sexual harassment, MSDS, PPE)	F-6 Schedule service department training (e.g., vendor, internal)						
G	Promote Public Relations	G-1 Maintain facility appearance	G-2 Maintain staff professional appearance	G-3 Maintain relationships with industry organizations	G-4 Participate in community activities & events (e.g., customer appreciation, charitable donations, disaster relief)	G-5 Maintain online service reputation							
H	Perform Administrative Tasks	H-1 Perform management walk-around of facility	H-2 Coordinate building repair	H-3 Perform shop safety inspections	H-4 Schedule equipment maintenance	H-5 Review legal issues	H-6 Maintain reference resources (e.g., print, digital)	H-7 Manage shop expenses	H-8 Monitor security procedures	H-9 Monitor parts fill ratio	H-10 Inventory shop equipment	H-11 Propose service department budget	H-12 Manage safety committee
		H-13 Perform service unit audit											
I	Pursue Professional Development	I-1 Participate in internal training	I-2 Participate in cross training	I-3 Obtain professional certifications	I-4 Participate in manufacturer/vendor training	I-5 Participate in industry events (e.g., conferences, trade shows)	I-6 Review professional publications	I-7 Network with industry representatives					

Notes:

- Duties are listed in no particular order.
- New tasks are shown in *italics*.
- Changes/additions to original tasks are also noted in *italics*.

Produced by



Originally Conducted: November 9-10, 2005. Updated: May 16, 2016

Conducted at the Center on Education & Training for Employment on The Ohio State University campus in Columbus, OH.

Acronyms

PDI Pre-delivery Inspection
MSDS Material Safety Data Sheet
CSI Customer Satisfaction Index
SA Service Advisors
QC Quality Control
WIP Work in Process
P&L Profit & Loss
RO Repair Order

SOP Special Order Part
DOC Daily Operating Control
RVIA Recreational Vehicle Industry Association
RVDA Recreational Vehicle Dealers Association
OSHA Occupational Safety & Health Administration
PPE Personal Protective Equipment
DMS Dealer Management Software