BDC Customer Care Specialist
Job Description

Markquart Motors, a leader in the automotive industry, is looking for an enthusiastic-motivated individual to join our team. The “Customer Care Specialist” will be part of the Business Center Development team and will be responsible for assisting both internal and external customers on the phone and via email.

We offer a competitive benefits package, which includes:

- Competitive base salary
- Group Healthcare Plan
- 401K with matching company contribution
- Flexible Spending Account
- Paid Time Off
- Company training
- Career advancement

Essential Duties and Responsibilities:

- Receive inbound calls, including transferred calls from internal and external customers
- Place outbound calls for appointment reminders, scheduling, campaigns, etc.
- Answer questions about product details, the company, and issues with accounts for customers
- Assist customers with scheduling appointments
- Meet Quality Assurance Requirements and other key performance metrics

Specific Knowledge, Skills, and Abilities Required:

- Excellent interpersonal, written, and oral communication skills
- Excellent listening skills
- Ability to ask probing questions, understand concerns, and overcome objections
- Strong work ethic and ability to self-start
- Ability to work in a fast-paced business environment
- Ability to multitask
- Must possess a professional, friendly attitude and be able to quickly develop rapport with customers over the phone
- Ability to learn and navigate new software quickly
- Ability to type 30 WPM +
- Associates Degree preferred, but not required
- Previous call center experience a plus, but not required

Minimum Required Qualifications:

- Pass criminal background check required
- Must be at least 19 years of age and have a valid driver licenses.

There are both part-time and full-time positions available.
Starting wage $13/hour plus sales compensation, depending on experience. Apply online today!

Markquart Motors is an Equal Opportunity Employer

First Week of Training Overview

Day One:

- Go through Markquart Motors Info page
- GM Global training & videos

Day Two:

- GM Global training & videos
- Helping with RASS Report

Day Three:

- CDK Training
- XTime Training
- Get passwords and programs set up

Day Four & On:

- Hands on
  - Listening to phone calls
  - Helping with RASS Report
- Start taking phone calls – oil change only (eventually add on recalls)

Tracking Report:

Calls Made	Connected	Appts Scheduled

Spif for Sales (New & Used Cars) – Appointment Showed
Appointment Sold

Spif for Service - Differed Services, 1st Time Sevice (New/Used Sales) Customers, Defected Customer (12Months), - Appointment Showed
- Appointment Sold

Revenue Radar Call Script

Equity and End of Finance Term

Markquart

INTRODUCTION

Hello is ____________ available?
My name is Amanda, from Markquart. I'm just calling to follow up on the offer we emailed you to purchase your vehicle. Have you received our email?

YES → RECEIVED EMAIL

NO → DID NOT RECEIVE EMAIL

RECEIVED EMAIL

Great! When would be a good time for your to bring your vehicle in for an appraisal?

YES → SET APPOINTMENT

NOT INTERESTED → OK, Thank you for your time. Enjoy your Day!

DID NOT RECEIVE EMAIL

I am looking for vehicles like yours to restock our used vehicle inventory. We are paying top dollar for **{Make} {Model}.** Plus if you trade in your vehicle we will take $500 off the posted price of any new or used vehicle in stock.

When would be a good time for you to bring in your vehicle for an appraisal?

YES → SET APPOINTMENT

NOT INTERESTED → OK, Thank you for your time. Enjoy your Day!

SALES BDC
SMART PAYMENT – EMAILS:

IF WE LEFT A VOICEMAIL FOR THE CUSTOMER:
Hey Tiffany,
I left you a voicemail today checking to see if you still own the __(vehicle)____. If so, it looks like you have the opportunity to get into a new vehicle AND pay off your current vehicle for about the same monthly price! We're not kidding, this is no joke!
If this sounds like something you would like to come in and talk to your sales rep, ___(sales rep)__about, shoot me an email or give me a call and we can get you scheduled to come in.
I look forward to hearing from you!

THANK YOU – TALKED TO CUSTOMER – NOT INTERESTED:
Hey Tiffany,
It was great talking to you today! If you ever change your mind about upgrading your vehicle I wanted to make sure you had my information. You can email me at ____________ or call me on my direct line at ______________ and we'll get you scheduled to come in!

Have a good one!
REVISED
Hey Tiffany,
It was great talking to you today! If you ever change your mind, and would like to learn more about upgrading your vehicle please call me.

Have a good one!

THANK YOU – TALKED TO CUSTOMER – APT CONFIRMATION:
Hey Tiffany,
It was great talking to you today! Just wanted to confirm that we have you scheduled to come in on __(date)____at __(time)__ with ___(sales rep)____. If you have any questions about your appointment, feel free to shoot me an email or give me a call!
We look forward to seeing you!

REVISED
Hey Tiffany,
It was great talking to you today! I have scheduled your appointment for __(date)____at __(time)__ with __(sales rep)____. If you have any questions, feel free to shoot me an email or give me a call!
We look forward to seeing you!

SMART PAYMENT – SCRIPTS:

FIRST CONTACT/CALL:

"Hi, is ___________ available?
This is _______ from Markquart Motors, how's it going today?"
…………
Well I was just checking in to see if you still own __(vehicle)__?
If no: "Alright, well thank you for your time and I hope you have a great rest of your day."
If yes: "Alright, well I was just going over your records and it looks like you have the opportunity to upgrade your vehicle, pay off your current vehicle, for about the same monthly price. Does this sound like something you would want to discuss further?

> If no: "Alright, no problem at all. If you change your mind I can give you my number to give me a call when you're ready." (If they have an email, tell them you can send them an email with your contact information.)
>
> If yes: "Alright, what we'd like to do then is set up an appointment for you to come in and speak with your sales representative, __(sales rep)__. What day and time works best for you?"

FIRST CONTACT/CALL - VOICEMAIL:

"Hi, this is ____________ from Markquart Motors. We are going over our customer records and checking to see if you still own the __(vehicle)__.
If you could give me a call back at __(your direct line)__ so we can discuss this, that would be wonderful! Thank you and have a great day."

**THESE SHOULD HAVE SIMILAR EDITS
IF WE HAVE NOT RECEIVED CONTACT FROM FIRST CALL AND EMAIL:

"Hi, is _______________ available?
This is ___________ from Markquart Motors. Just following up with the call / email I had made to you checking to see if you still own the __(vehicle)__.
If no: "Alright, well thank you for your time and I hope you have a great rest of your day."
If yes: "Alright, well I was just going over your records and it looks like you have the opportunity to upgrade your vehicle, pay off your current vehicle, for about the same monthly price. Does this sound like something you would want to discuss further?

> If no: "Alright, no problem at all. If you change your mind I can give you my number to give me a call when you're ready." (If they have an email, tell them you can send them an email with your contact information.)
>
> If yes: "Alright, what we'd like to do then is set up an appointment for you to come in and speak with your sales representative, __(sales rep)__. What day and time works best for you?"

IF WE HAVE NOT GOTTEN/RECEIVED CONTACT FROM FIRST CALL AND EMAIL - VOICEMAIL:

"Hi, this is ___________ from Markquart Motors. Just following up with the call / email I had made to you checking to see if you still own the __(vehicle)__.
If you could give me a call back at __(your direct line)__ so we can discuss this, that would be wonderful! Thank you and have a great day."

SERVICE BDC
Deferred Services - Scripts

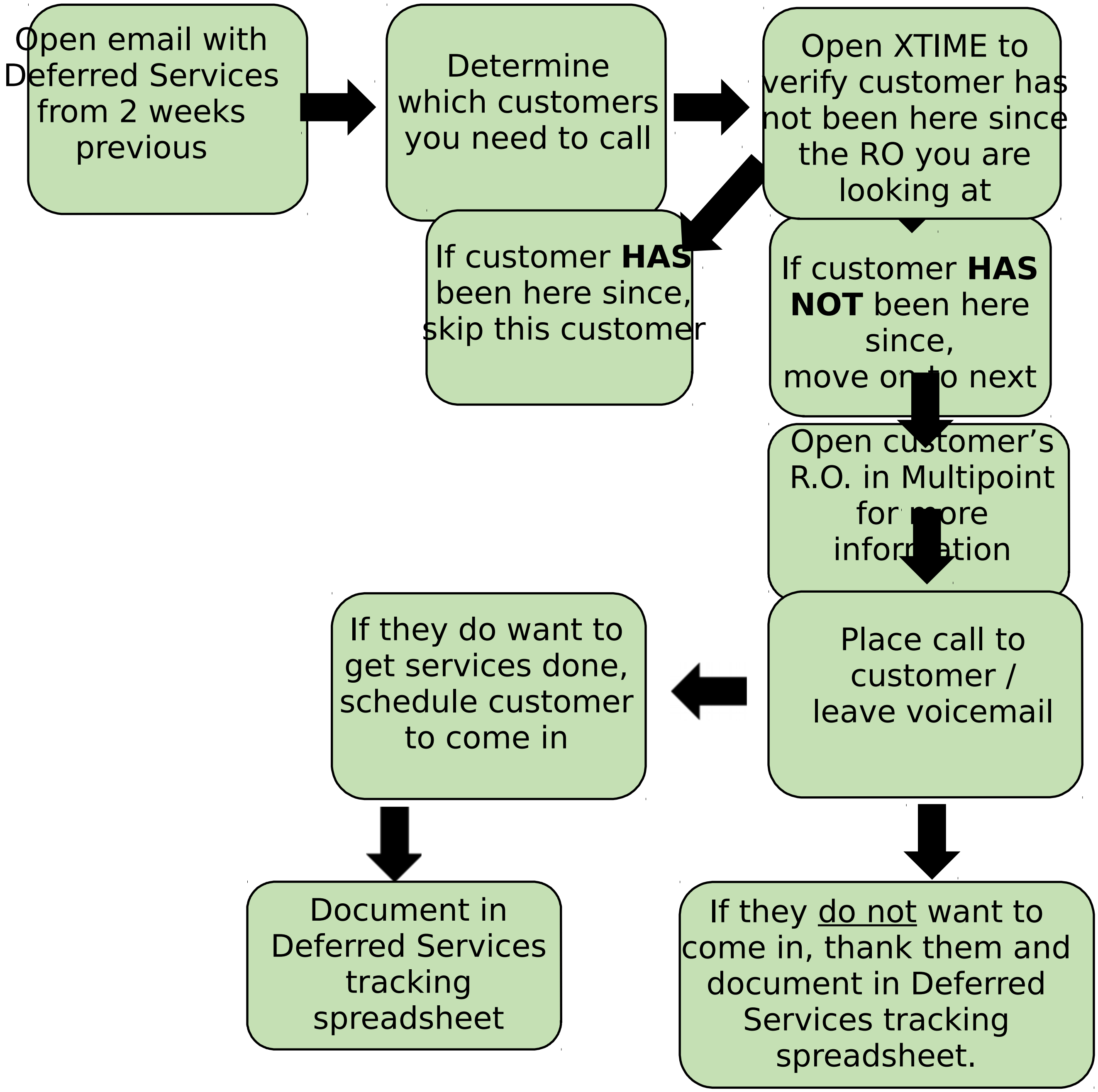
Email Template:
Hi ___________,
My name is ___________, and I am a Customer Care Specialist with Markquart Motors. While reviewing your service records I noticed that some of the services we had recommended haven't been completed yet: (list services – NO PRICING!)
Because your safety is our top priority, would you like to come in so we can take care of these issues for you?
Please email me back or give me a call on my direct line at _________________ so we can get you scheduled.
Thank you!

Phone Template:
Hi, is ___________ available?
My name is _____________, and I am a Customer Care Specialist with Markquart Motors. Looking back at your records I noticed that there are some services we had recommended that you had declined and I was just checking in to see if you would like to come in and get those done?
(Give them a list of the services that were recommended – NO PRICING!)

> **Yes** – get them scheduled with the advisor that recommended the services.
> **No** – "Would you like me to call you back or email you at a later date as a friendly reminder?"

Thank you for your time! Have a great day!"

Deferred Services Process Flow:



Deferred Services Work Direction / Training:

1. Every day you will receive an email containing an attached spreadsheet with customer's deferred services like shown below. Each day you will go back to the email you received 14 days (2 weeks) ago and those will be the customer's you call that day. You can print all of the pages out or work from the computer, whatever works best for you.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	RO #	RO Closed Date	Last Name	First Name	Work Phone	Home Phone	Email	Vehicle Make	Model	Year	Mileage	SA Name	Task Status	Observation	Recommendation	Estimate	Comments
2	293291	3/13/2017	BOLGREN	KEN		(715) 833-0914	KBOLGREN@HOTMAIL.COM	Chevrolet	Equinox	2015	16,043	Cody Beeksma	Caution	Scheduled Maintenance due by time/mileage	Perform brake caliper service: 1.5 - 1.9 years	$89.90	
3	293286	3/13/2017	BOWE	NEIL	(715) 720-2171	(715) 829-9826		Chevrolet	Cobalt	2010	75,331	Cody Beeksma	Fail	Scheduled Maintenance due by time/mileage	Perform Transmission service: 50,000 miles	$129.99	
4	293286	3/13/2017	BOWE	NEIL	(715) 720-2171	(715) 829-9826		Chevrolet	Cobalt	2010	75,331	Cody Beeksma	Fail	Scheduled Maintenance due by time/mileage	Perform coolant exchange service: 5 years	$129.99	
5	293286	3/13/2017	BOWE	NEIL	(715) 720-2171	(715) 829-9826		Chevrolet	Cobalt	2010	75,331	Cody Beeksma	Fail	Scheduled Maintenance due by time/mileage	Perform fuel induction service: 30,000 miles	$149.99	
6	293286	3/13/2017	BOWE	NEIL	(715) 720-2171	(715) 829-9826		Chevrolet	Cobalt	2010	75,331	Cody Beeksma	Fail	Scheduled Maintenance due by time/mileage	Perform brake caliper service: 2 years	$89.90	
7	293286	3/13/2017	BOWE	NEIL	(715) 720-2171	(715) 829-9826		Chevrolet	Cobalt	2010	75,331	Cody Beeksma	Fail	Scheduled Maintenance due by time/mileage	Replace battery/batteries : 5 years	$144.98	
8	293349	3/13/2017	CASTLEBERG	CURTIS		(608) 886-0230	ccastleberg@sbcglobal.net	Chrysler	Town & Country (Van)	2012	45,623	Cody Beeksma	Caution	6 mm	Have your rear brakes inspected next visit	$300.05	
9	293302	3/13/2017	COFFEY	SEAN		(608) 886-7113	SEANCOFFEY2003@YAHOO.C	GMC	Sierra 1500	2015	16,780	Cody Beeksma	Caution	Scheduled Maintenance due by	Perform brake caliper service: 1.5 - 1.9 years	$89.90	

Cody Beeksma | Kevin Boeselager | Jordan Haas | Bill Klages | Kelly Mueller | Caleb Rykal

2. As you can see, each Service Advisor has their own tab. Go through every Service Advisor and mark off the customers you will be calling.

(There is another section “How to determine what to call on” to help you decipher this.)

<u>You will only be calling customers about:</u>

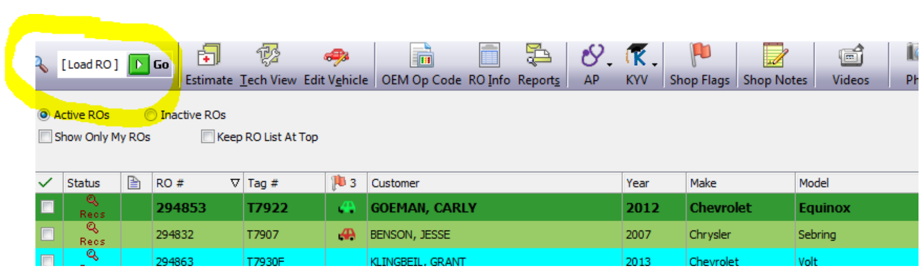
- Fluid leaks
- Brakes
- Shocks and struts

** and <u>**ONLY**</u> if they are <u>**FAILED**</u> inspections. We do not call on CAUTIONARY**

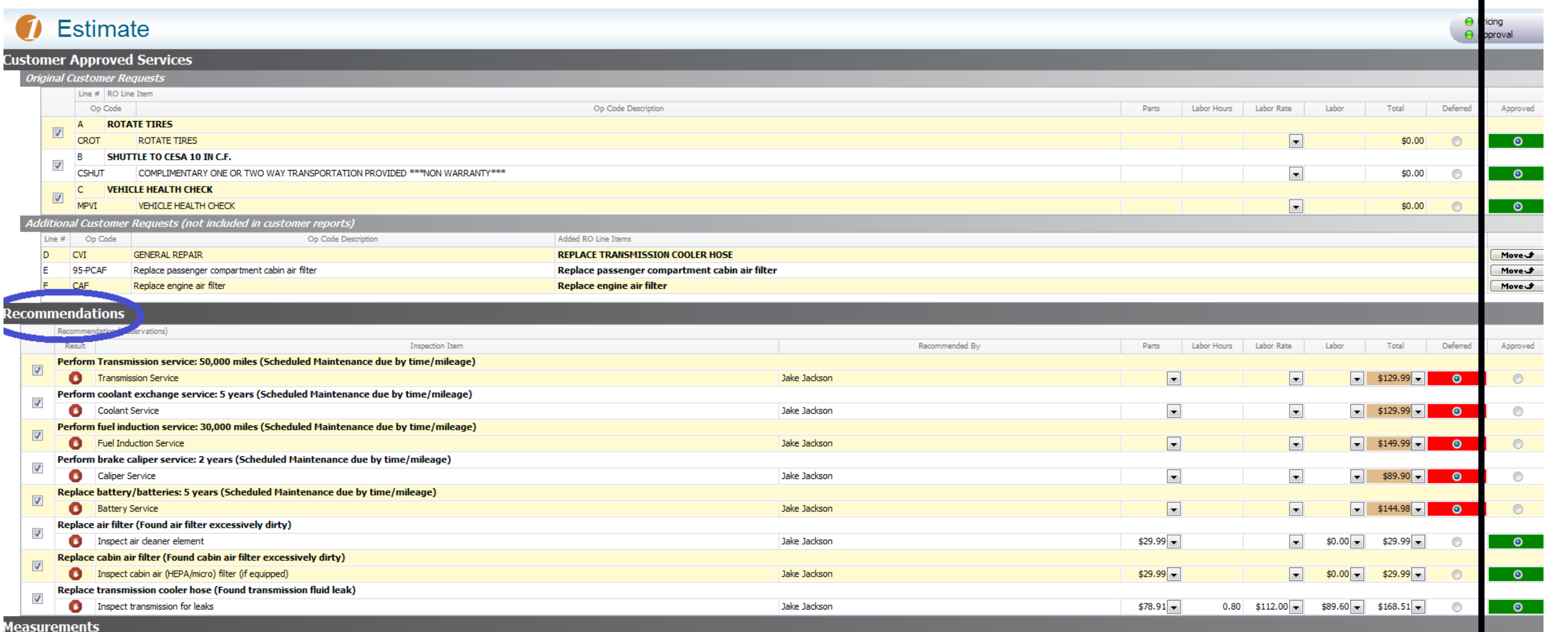
3. From here pull up XTime to check if the customer has been here since the RO you are looking into.

    a. If the customer HAS been here since the RO you are looking at, skip this customer, they will come up in future Deferred Services that you will be working on.
    b. If the customer HAS NOT been here since the RO you are looking at, move on to the next step.

4. After you have determined that the customer has not been here since the RO you are looking at, you will open up Multipoint to review all of the information. Once you have Multipoint open, type in the RO in the search bar.



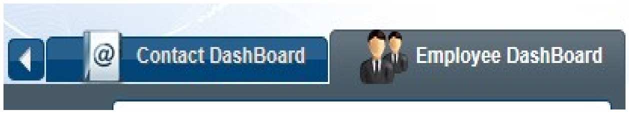
5. A new window will open up with the customer’s information like shown below. Here you can see what the customer “Approved” and had worked on at that appointment, and you can also see the “**Recommendations**” section – this is what we’re going to focus on for your Deferred Services.

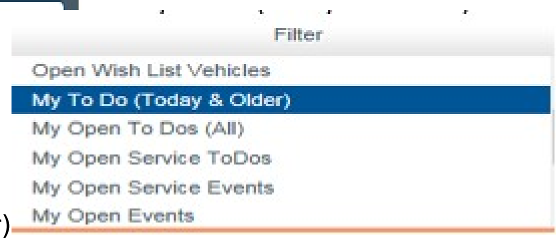


6. As you can see here under the Recommendations section the customer has Deferred some services and Approved some. The Deferred services are in red and the Approved are in green. Since you have determined what you will be calling on, you can now call your customers using the script provided for Deferred Services.

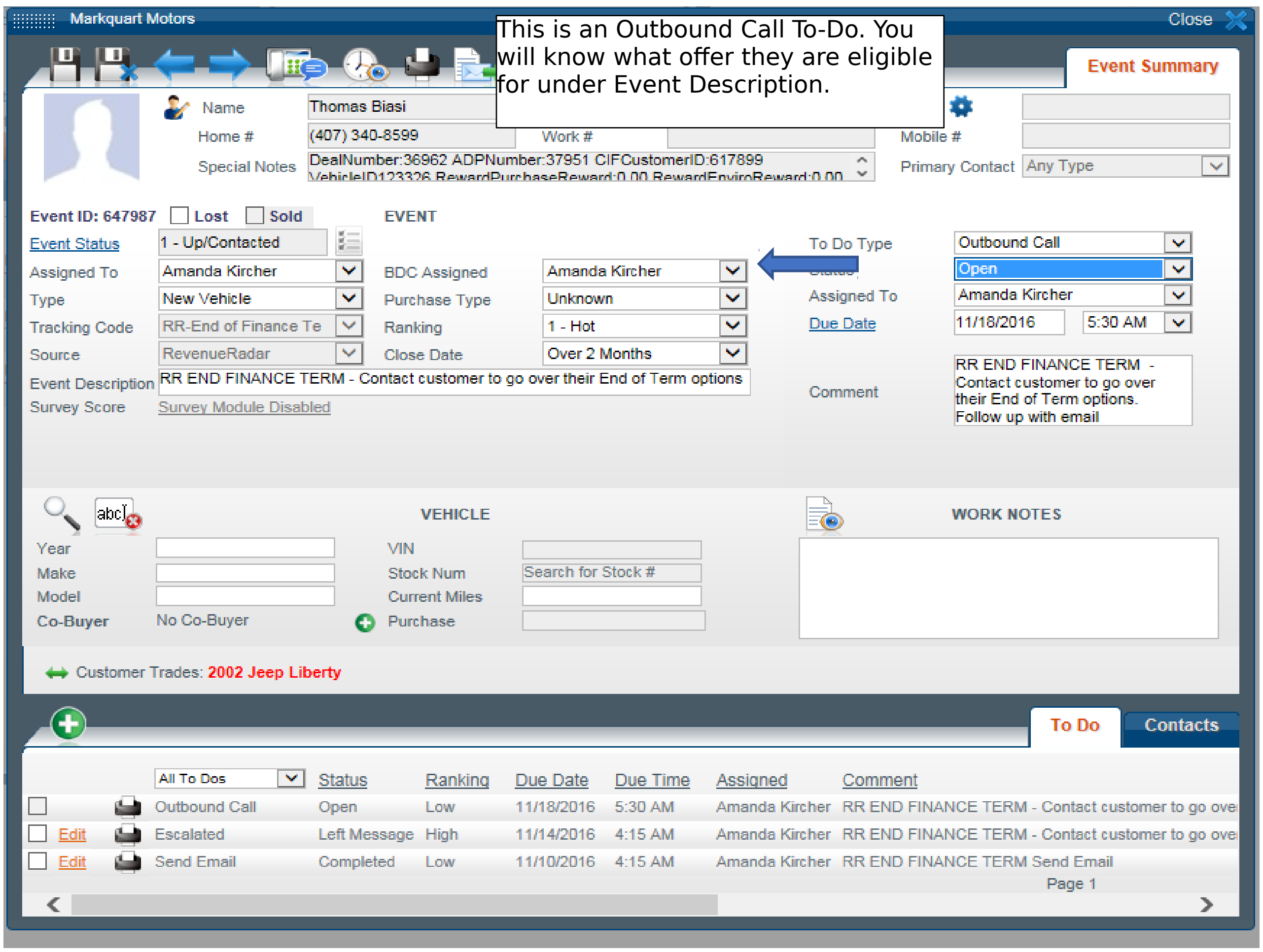
How To Dealer Socket – BDC

1. Sign into Dealer Socket
2. Click on Employee Dashboard





3. Start with My To-Do (Today and Older)
4. Click on a name in your To-Do. This screen will pop up.



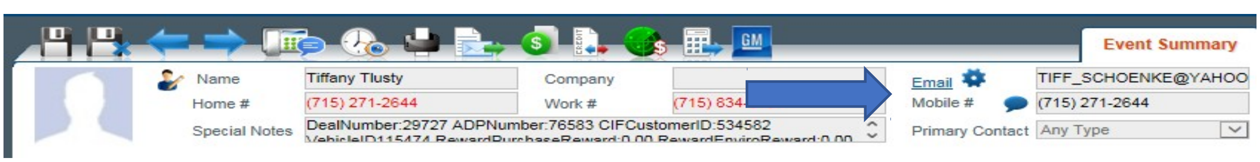
To make sure you are notified about changes in the To-Do please make sure to select your name in the box for BDC Assigned.

Contact steps

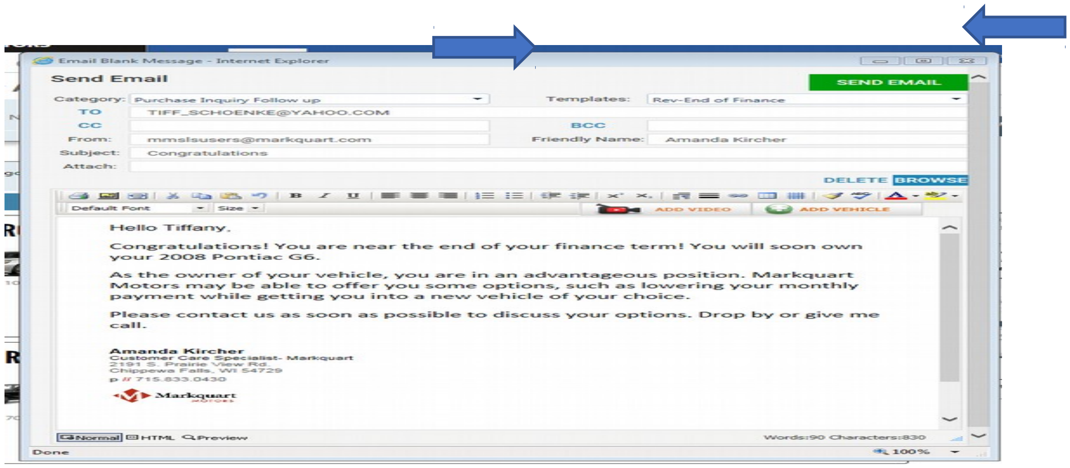
1. Day one:
    a. The first To-Do for any event should be an Outbound Call. You will make a phone call first. Then you should also on the first day see a To-Do to send an email.
        i. If you contact the customer and set up an appointment you will send an email, if customer has an email on file, confirming the customer's appointment. See attached sheet for scripts and emails. To complete the To-Do, you are just going to reassign it to the sales person and it will be taken care of for you.
        ii. If you contact the customer and they are not interested, you will send an email thanking them for their time.
        iii. If you leave a voicemail for the customer you will send an email following up on the voicemail you left.
2. In 2 days, you will see a new To-Do for an Outbound Call. Please make the outbound call.

Send email To-Do

1. For a Send Email To-Do click on send email link next to email. If gear symbol next to email is red or you cannot select a template to send thru email that means the customer has chosen not to be contacted by email.
    a. To choose the right email to send out: under category choose Vehicle ownership then select email you are sending out.
        i. On a few of the email you will have to enter certain information, such as the sales person, or the date and time of an appointment. You will see highlight areas in the email and that is where you would fill that information in.



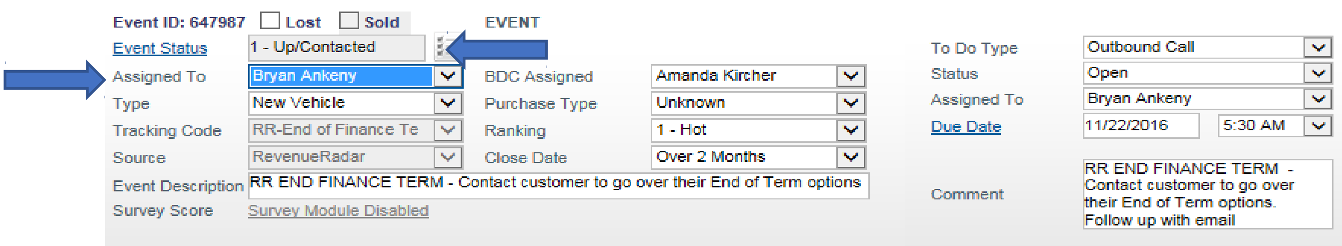
2. Once you click on email link you will receive an email pop up, select correct template to send to customer, then click send email.



Completing the To-Dos

Phone call To-Do-

1. If you called and spoke with customer and set an appointment, please reassign To-Do to the customers' sales person, change event status to 1 – Up/Contacted, then save and close.

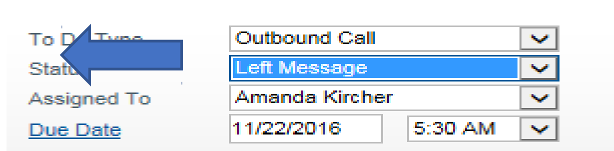


*Change to sales person under event status, assigned to, because that will change the other assigned to option to the sales person's name.

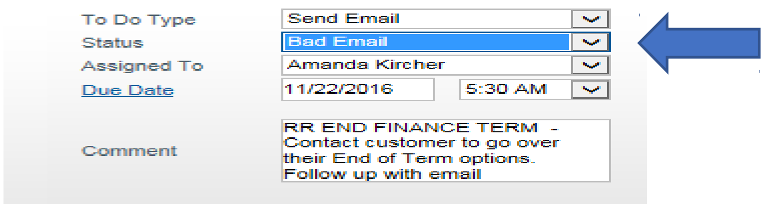
2. If you have contact with the customer and they are not interested, please mark event status as

1 – Up/Contacted, mark complete, then save and close.

3. If you leave a message, please select left message then save and close. You would not change this To-Do to contacted because you have had no actual communication with the customer.



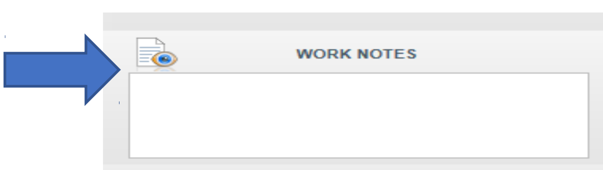
4. If you are completing a Send Email To-Do and you send the customer and email you would mark the To-Do complete, then save and close. If they customer has no email, please mark the To-Do as bad email then save and close.



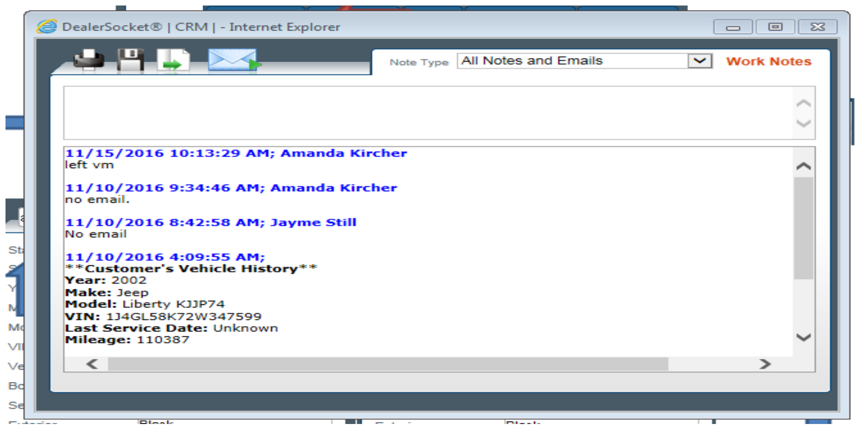
Work Notes

After making the phone call for the Outbound Call To-Dos you must make notes in the Work Note section. They can be as simple as left message or spoke with customer no longer owns vehicle. The notes are mostly for your personal reference so they can be as detailed as you would like.

1. First click on the work notes section to add notes.



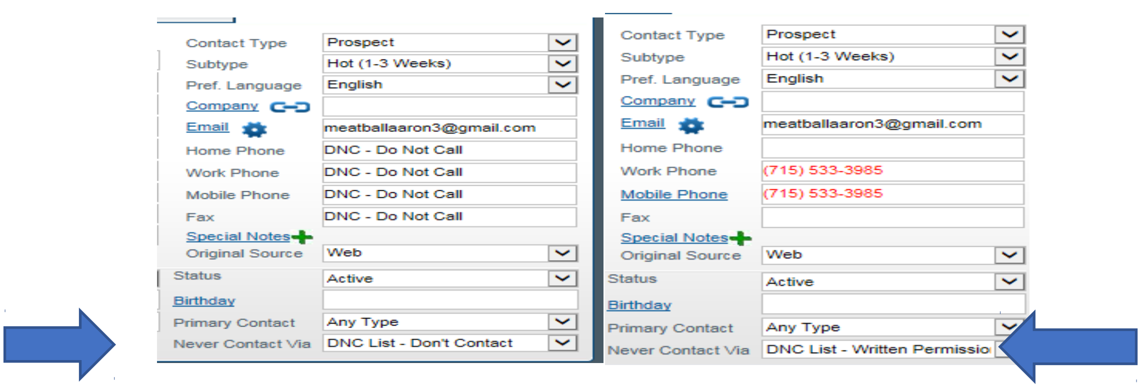
2. Then you will see a pop up that looks like this, add your notes then save and the box will close.



3. You will make a no email note if there is no email for the customer. If there is an email, once you send the email there will be a note automatically generated for you.

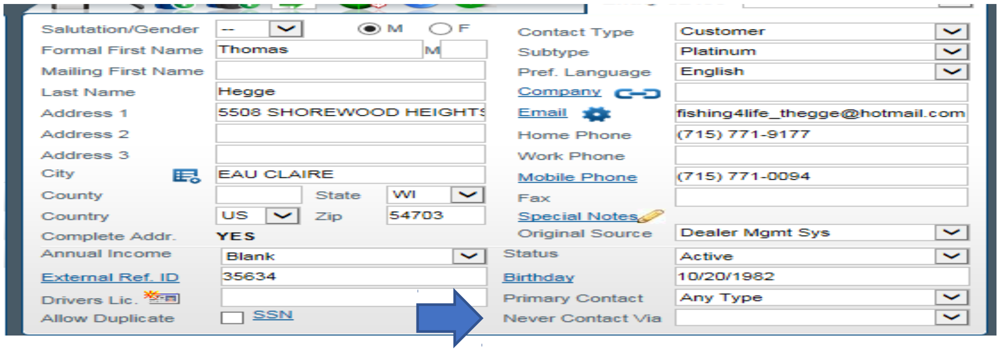
Customer is marked DNC

1. Click on contact dashboard
2. Search for customer. Once you have the customer pulled up click on DNC List – Written Permission. The number with then display.



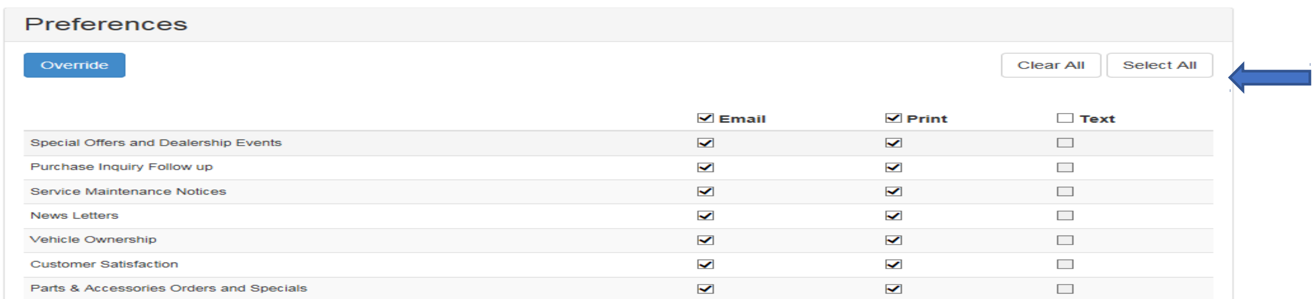
Customer does not want to be contacted by phone or email.

1. Go to contact dashboard and search for customer
   a. Click on Never Contact Via
   b. Click on Don't Contact (Internal)



2. To remove the email

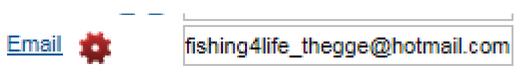
   a. Click on the little gear symbol by email (should be blue) this box will appear.



   b. Clear all preferences and click the save button in the top right corner.

      i. This will turn the gear icon red and make it so you cannot send an email.

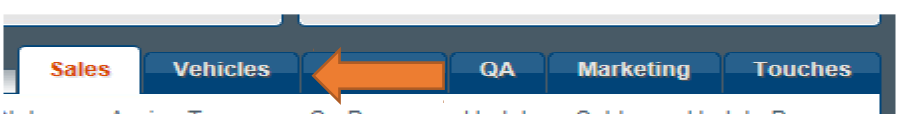
      ii. Click the save disk icon to save all preference changes.



Customer states they no longer own vehicle

1. Go to Contact Dashboard and search for the customer.

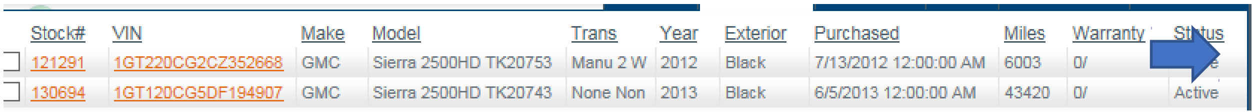
   a. Once you have customer up click on the vehicle tab.



2. You will get a screen that looks like this

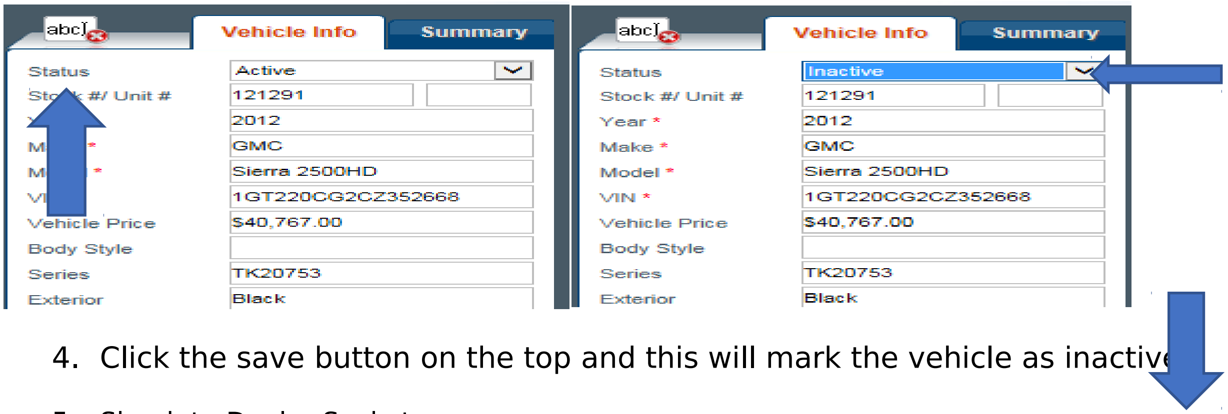
   a. Both vehicles are active

   b. Click on the stock number for vehicle customer no longer owns



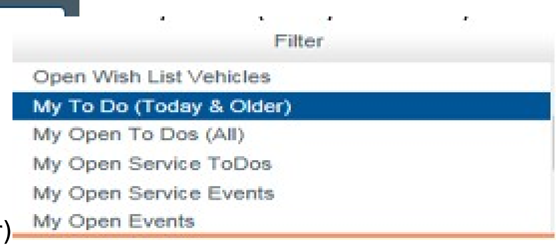
3. A screen with vehicle info will pop up

    a. Click on status and select inactive

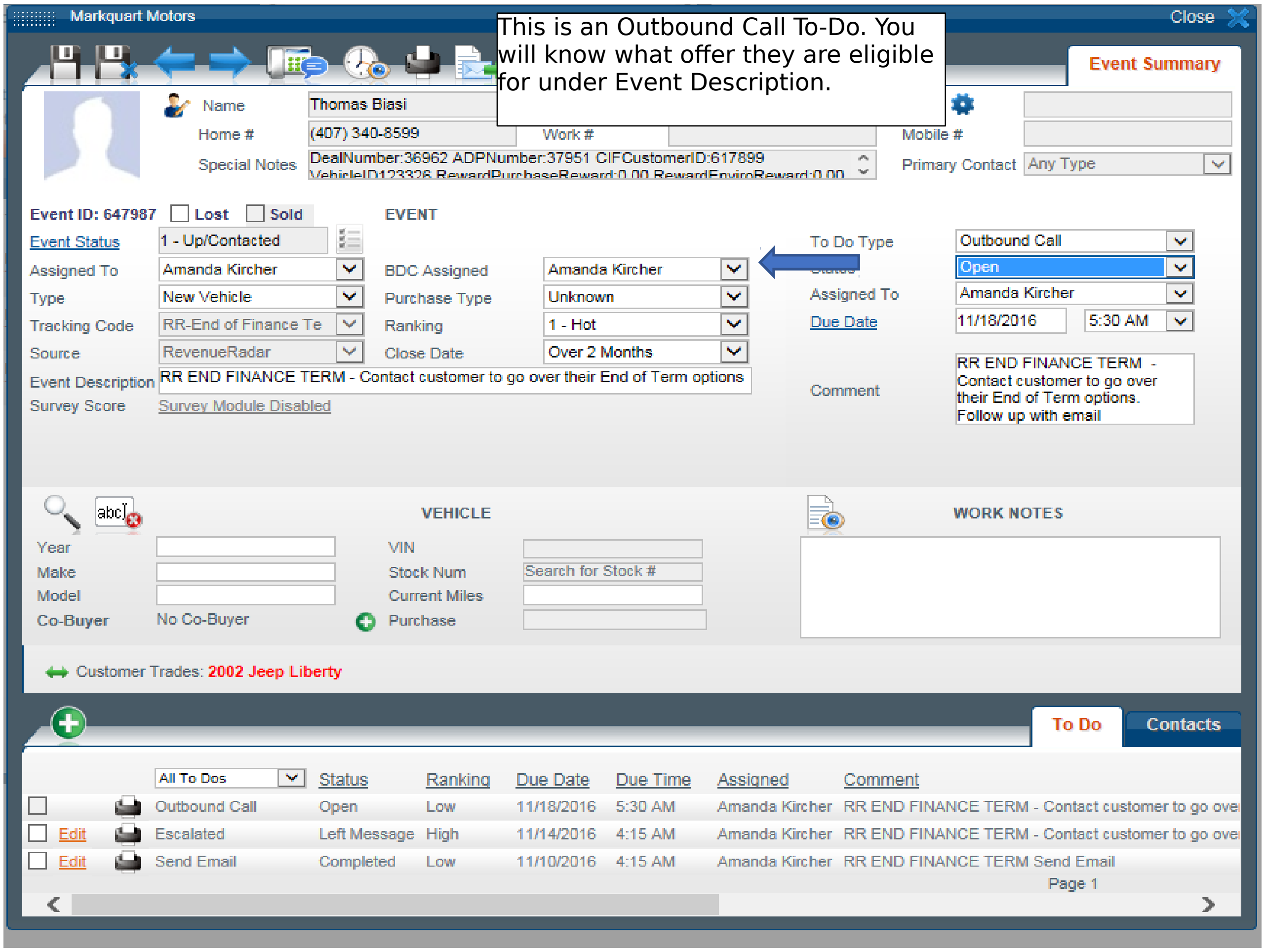


4. Click the save button on the top and this will mark the vehicle as inactive

5. Sign into Dealer Socket
6. Click on Employee Dashboard



7. Start with My To-Do (Today and Older)
8. Click on a name in your To-Do. This screen will pop up.



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<u>Contact steps</u>

3. Day one:

   a. The first To-Do for any event should be an Outbound Call. You will make a phone call first. Then you should also on the first day see a To-Do to send an email.

      i. If you contact the customer and set up an appointment you will send an email, if customer has an email on file, confirming the customer's appointment. See attached sheet for scripts and emails. To complete the To-Do, you are just going to reassign it to the sales person and it will be taken care of for you.

      ii. If you contact the customer and they are not interested, you will send an email thanking them for their time.

iii. If you leave a voicemail for the customer you will send an email following up on the voicemail you left.

4. In 2 days, you will see a new To-Do for an Outbound Call. Please make the outbound call.

Send email To-Do

3. For a Send Email To-Do click on send email link next to email. If gear symbol next to email is red or you cannot select a template to send thru email that means the customer has chosen not to be contacted by email.

   a. To choose the right email to send out: under category choose Vehicle ownership then select email you are sending out.

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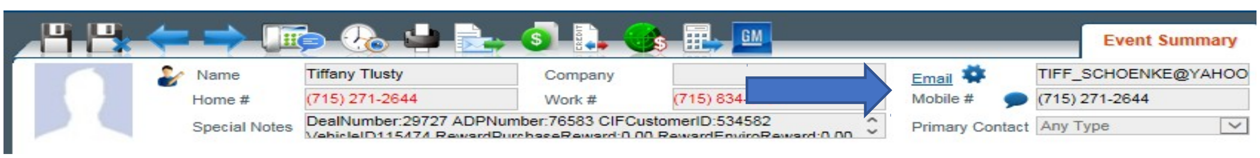
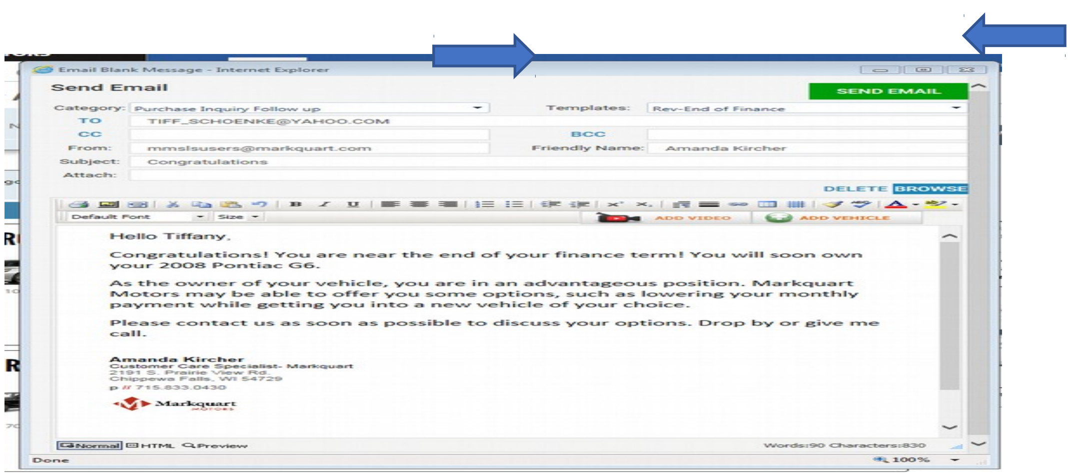


4. Once you click on email link you will receive an email pop up, select correct template to send to customer, then click send email.



Completing the To-Dos

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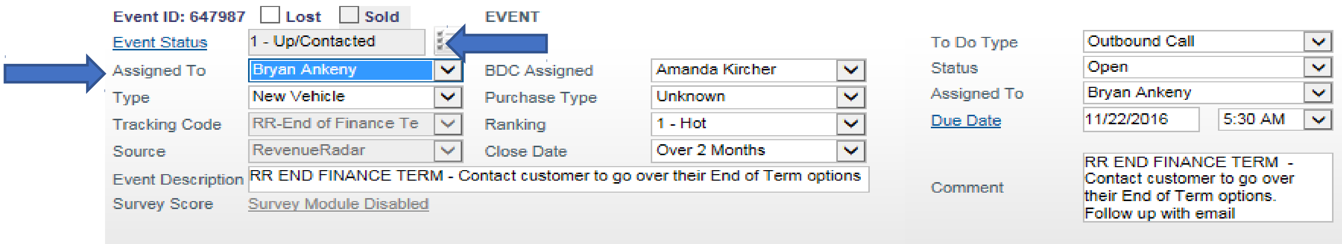

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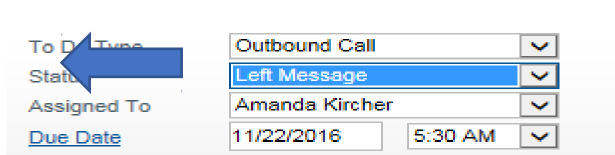
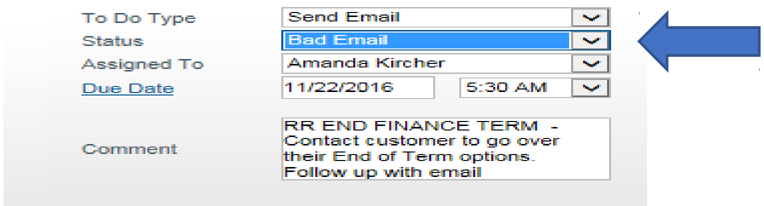
6. If you have contact with the customer and they are not interested, please mark event status as

   1 – Up/Contacted, mark complete, then save and close.

7. If you leave a message, please select left message then save and close. You would not change this To-Do to contacted because you have had no actual communication with the customer.



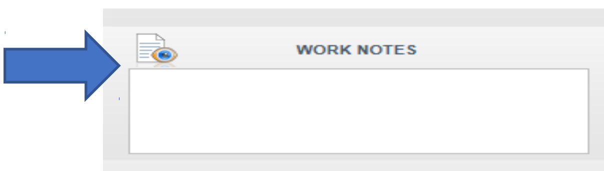
8. If you are completing a Send Email To-Do and you send the customer and email you would mark the To-Do complete, then save and close. If they customer has no email, please mark the To-Do as bad email then save and close.



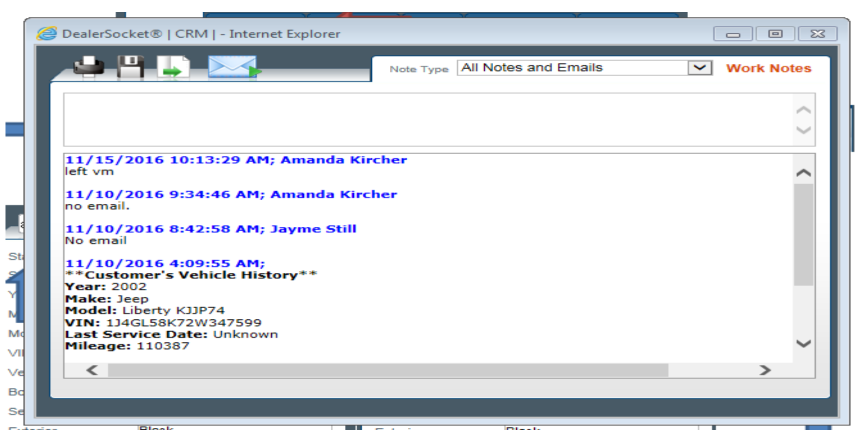
Work Notes

After making the phone call for the Outbound Call To-Dos you must make notes in the Work Note section. They can be as simple as left message or spoke with customer no longer owns vehicle. The notes are mostly for your personal reference so they can be as detailed as you would like.

4. First click on the work notes section to add notes.



5. Then you will see a pop up that looks like this, add your notes then save and the box will close.

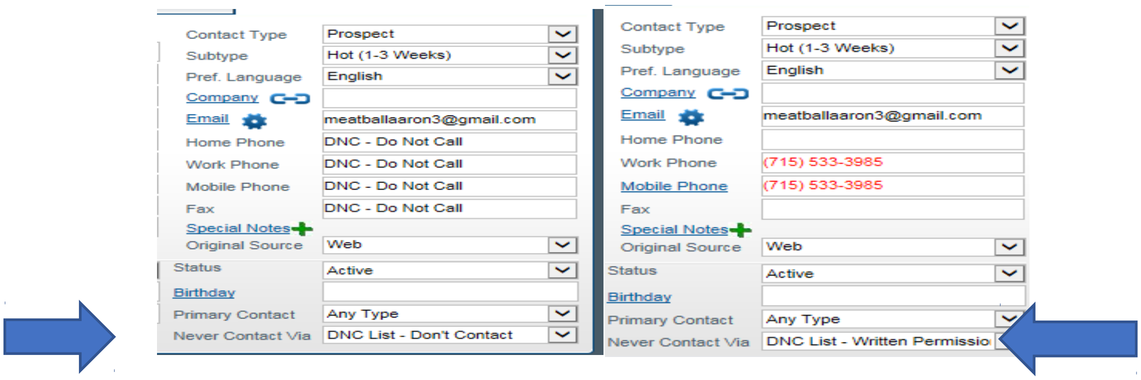


6. You will make a no email note if there is no email for the customer. If there is an email, once you send the email there will be a note automatically generated for you.

Customer is marked DNC

3. Click on contact dashboard

4. Search for customer. Once you have the customer pulled up click on DNC List – Written Permission. The number with then display.

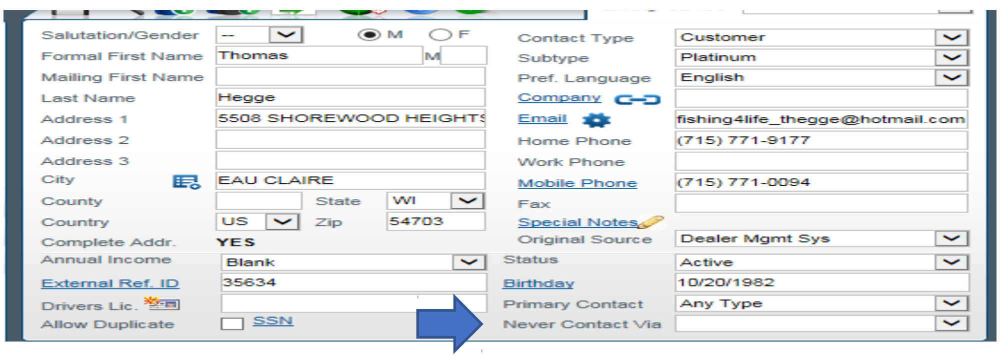


Customer does not want to be contacted by phone or email.

3. Go to contact dashboard and search for customer

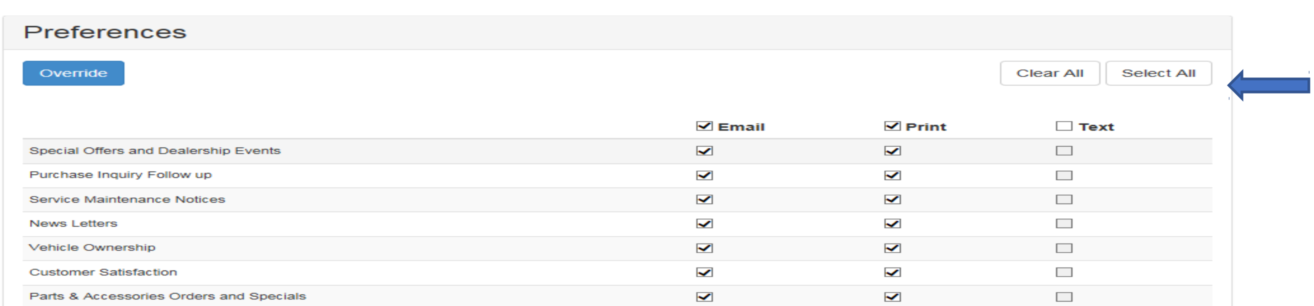
   a. Click on Never Contact Via

   b. Click on Don't Contact (Internal)



4. To remove the email

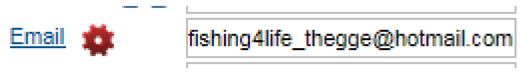
   a. Click on the little gear symbol by email (should be blue) this box will appear.



   b. Clear all preferences and click the save button in the top right corner.

i. This will turn the gear icon red and make it so you cannot send an email.

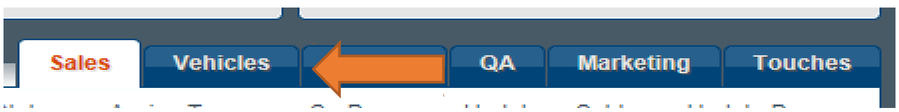
ii. Click the save disk icon to save all preference changes.



Customer states they no longer own vehicle

5. Go to Contact Dashboard and search for the customer.

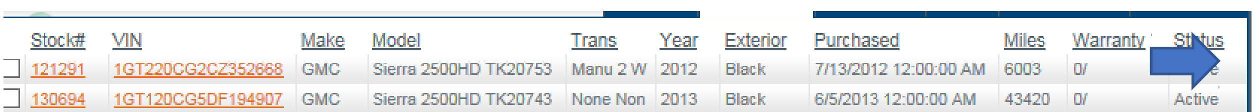
   a. Once you have customer up click on the vehicle tab.



6. You will get a screen that looks like this

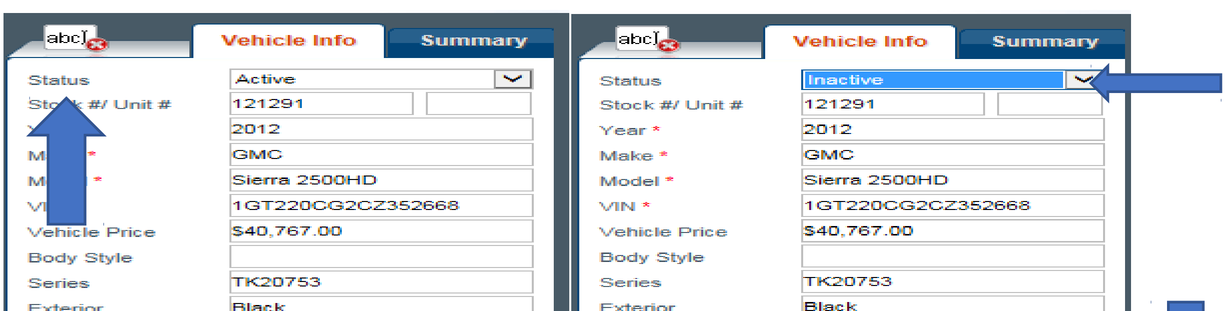
   a. Both vehicles are active

   b. Click on the stock number for vehicle customer no longer owns



7. A screen with vehicle info will pop up

   a. Click on status and select inactive



8. Click the save button on the top and this will mark the vehicle as inactive