

## Job Description

Job Title: Client Care Representative  
Department: Centralized BDC  
Reports To: BDC Manager  
FLSA Status: Non-Exempt

### SUMMARY

The Client Care Representative focuses on increasing the sales traffic of the dealership by receiving inbound sales calls and making outbound sales calls such as (not limited to) Lease Retention, Internet, Unsold Showroom Traffic and follow up calls which produce solid and specific appointments with a Sales Manager for the sales team. The CCR acts as the essential communications link between the client and the dealership. The CCR must be a friendly, articulate, enthusiastic, and a self-motivated team player with outstanding communication skills, a positive attitude, and an excellent work ethic.

### DUTIES AND RESPONSIBILITIES

- Mastering all training materials provided by UDC and/or Dealership, including scripts and PowerTracks™.
- Following the BDC scripts and guidelines on all inbound and outbound calls
- Ensuring that all calls presented are answered promptly and professionally
- Using the various PowerTracks™ at the appropriate stages of all sales calls
- Ability to work well under pressure
- Must possess strong organizational skills, time management skills, and the ability to multi-task
- Acquiring a complete knowledge of product information related to the makes and models of the Dealership
- Developing proficiency with all features of the BDC CRM software
- Ensuring that all information entered into BDC software is consistent and accurate
- Maintaining a current knowledge of coupons, direct mail pieces, all sales advertising and inventory
- Maintaining a current knowledge of schedules of sales staff and management
- Developing a thorough understanding of and demonstrating adherence to the BDC and Dealership policies and procedures
- Consistently maintaining daily, weekly, and monthly goals which correspond to the objectives of the dealer and your individual performance
- Ensuring that all outbound calls such as (not limited to) No Show, Confirmations, Show appointment follow up and Task list calls are made in a timely and effective manner
- Consistently meeting the guidelines set for number of set appointments, shows and outbound calls to be made daily
- Ensuring that the appointments are set consistent with policy/evenly distributed and set for the appropriate personnel
- Maintaining the essential communication link between the client and Dealership

- Ensuring that all communication is reached to and from the client and to and from the sales staff and management
- Demonstrating the ability to interact effectively with dealer personnel at all levels
- Maintains strict confidentiality of confidential personal information of our customers in compliance with the Federal Trade Commission Safeguards Rule, implementing the provisions of the Gramm-Leach-Bliley Act as they pertain to automobile dealerships.
- Performs other duties as assigned.
- Maintaining a professional code of conduct at all times

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## EDUCATION and/or EXPERIENCE

High school diploma or general education degree (GED); or one to three months related experience and/or training; or equivalent combination of education and experience. Must be proficient in Microsoft Office including Outlook, Word and Excel and possess the ability to navigate through multiple windows and multiple software systems. 10-key experience preferred. Must be able to work well with customers and work well under pressure. Must possess strong organizational and time management skills. Must also possess the ability to multi-task. Will be trained on dealership computer systems.

## LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. The individual must be able to read and write routine reports and correspondence. The individual must be able to speak effectively amongst a group of customers or employees of organization.

## REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. The individual must be able to deal with problems involving several concrete variables in standardized situations.

## PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand and walk. Specific vision abilities required by this

job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

## WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The individual will work at a desk in an office setting for most of the shift. S/he will spend several hours a day speaking to clients and internal staff selling, problem solving and making appointments. Professional personal appearance is required.

## NOTE

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the dealership reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, work load, rush jobs, or technological developments).

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the dealership has a similar right.

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Employee's Name & Signature

Date

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Supervisor's Name & Signature

Date