

# SERVICE ADVISOR

## Role Overview

The role of the Service Advisor is essential in ensuring customers receive clear, reliable support throughout the repair or maintenance process. Service Advisors act as the vital link between customers and workshop teams, helping to deliver a smooth, transparent, and professional experience from initial enquiry to final handover. Working as a Service Advisor involves combining strong communication and customer service skills with an understanding of vehicle repair processes. Using digital systems, diagnostic reports, and workshop information, you will guide customers through their service journey while supporting efficient workflow within the business.

## Key Responsibilities

- ✓ **Greeting customers and managing service bookings**, ensuring all relevant information about their vehicle concerns or requirements is captured accurately.
- ✓ **Communicating repair and maintenance needs**, translating technical information into clear explanations that help customers make informed decisions.
- ✓ **Liaising with workshop teams**, ensuring technicians have accurate job details, parts requirements, and authorisations to carry out work efficiently.
- ✓ **Preparing estimates and repair quotes**, including labour, parts, and additional services, in line with company guidelines and customer expectations.
- ✓ **Providing regular updates to customers**, keeping them informed of progress, additional findings, revised timelines, and any supplementary authorisations required.
- ✓ **Maintaining a professional, customer-focused environment**, supporting reception operations, resolving queries, and ensuring a positive experience at every touchpoint.

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- ✓ **Documenting all interactions and repair details**, ensuring complete and accurate records for compliance, warranty claims, and customer satisfaction.
- ✓ **Coordinating vehicle handovers**, reviewing the work completed, explaining invoices, and highlighting any future maintenance recommendations.
- ✓ **Managing service plans, warranties, and upsell opportunities**, ensuring customers benefit from available packages, promotions, or manufacturer programmes.
- ✓ **Engaging in continuous professional development (CPD)** to stay informed on new vehicle technologies, service processes, and customer communication best practices.

## REAL VOICE: AMY EDWARDS

"I never thought about joining the sector until I saw an advert for a Service Advisor job within the organisation my dad and brother worked for. With my customer service background in retail, I thought I'd give it a go.

Now, I'm on my third role within automotive, and the skills I acquired in my previous roles have helped me massively."

