مجلس أبـوظبي للـجودة والـمطابـقة
ABU DHABI QUALITY & CONFORMITY COUNCIL

ABU DHABI OCCUPATIONAL TERMS

Automotive Customer Services Manager Level 6

28 MAY 2017
ADOT 80/2017
FIRST EDITION

Contents

Amendment Page

This Amendment Page is updated and issued with each set of revised and/or new pages of the document to help ensure that each copy of this Abu Dhabi Occupation Term (ADOT) contains a complete record of amendments.

This Occupational Term is a live document which can be amended when necessary. QCC operates an Occupational Standards Working Group that has prepared this document, and can review stakeholder comments in order to review and amend this document; ultimately resulting in an issuance of an updated version, if necessary.

Log of Amendments						
Amendment			**Discard**		**Insert**	
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1	xxx	Document launched				

About the Abu Dhabi Quality & Conformity Council

The Abu Dhabi Quality and Conformity Council (QCC) was established by law No. 3 of 2009, issued by His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE. QCC is responsible for the development of Abu Dhabi Emirate's Quality Infrastructure, which enables industry and regulators to ensure that products, systems and personnel can be tested and certified to UAE and International Standards.

Products and services certified by QCC receive the Abu Dhabi Trustmark. The Trustmark is designed to communicate that a product or system conforms to various safety and performance standards that are set by Abu Dhabi regulators.

Foreword

The QCC Car Workshops Personnel Occupational Terms Working Group was initiated in January 2017 in order to establish occupational terms for workers in the car workshops sector in Abu Dhabi to elevate the quality of services provided in the sector and to promote the productivity of personnel.

The occupational terms are professional standards that specialist personnel must meet in order to perform the jobs they are assigned to produce quality outcomes. The Government of Abu Dhabi, under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE and Ruler of Abu Dhabi, and His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces and Chairman of the Abu Dhabi Executive Council, has invested heavily, and at high levels of professionalism and safety, in the Infrastructure of Abu Dhabi. Therefore, it is crucial and obligatory to encourage the presence of skilled workmanship to maintain the quality infrastructure value in the Emirate of Abu Dhabi in particular and the United Arab Emirates in general.

Occupational Terms

No.	Field	Details
1.	Occupation (Standard Unit)	Automotive Customer Services Manager Level 6
2.	Description	This standard specifies the outcome required to wash, scrub and polishes the interiors and exteriors of vehicles to protect their appearance.
3.	Unit type	☐ Knowledge and Skills OR ■ Application
4.	Elements	<table><tr><td>No.</td><td>Element</td></tr><tr><td>E1</td><td>*Lead a team to improve customer service*</td></tr><tr><td>E2</td><td>*Manage customer relationships*</td></tr><tr><td>E3</td><td>*Supervise and evaluate performance*</td></tr><tr><td>E4</td><td>*Plan and organize work to meet expected outcomes*</td></tr><tr><td>E5</td><td>*Work effectively in a team*</td></tr><tr><td>E6</td><td>*Maintain a healthy, safe and secure working environment*</td></tr></table>
5.	QF *Emirates* level	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ■ 7 ☐ 8 ☐ 9 ☐ 10
6.	Function	☐ Policy and strategy QF 9-10 ■ Managing QF 7-8 ☐ Specifying QF 6-7 ☐ Controlling QF 6 ☐ Maintaining capability QF 4-6 ☐ Performing/carry out QF 1-4
7.	Entry information and prerequisites	Graduate degree/ diploma in Customer Services-Related Field
8.	Grading	**Application unit**: *Competent/Not Yet Competent*

No.	Field	Details	
9.	Industry sector	Automotive	
10.	Developed by	Government Entities	Abu Dhabi Quality & Conformity Council, Zones Corp, Abu Dhabi Department of Economic Development, Abu Dhabi Urban Planning Council, Abu Dhabi Municipality, OSHAD, Center of Waste Management, Abu Dhabi Chamber, Health Authority Abu Dhabi, ACTVET, National Qualification Authority, SAAED for Trafficking Systems and the Ministry of Human Resources & Emiratisation
		Private Sector	Al Tayer Group, Emirates Motor Company, Ali & Sons Group, Al Futtaim Automobile
11.	Endorsement date	TBA	
12.	Frequency of review	Annually	
13.	Version No.	1	
14.	ISCO	ISCO-88 : Unit Group 1222 Advertising and Public Relations Department Managers	

Terms & Conditions

Term	Description
Dealership	A business established or operated under an authorisation to sell or distribute an automotive company's goods and services
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
OEM	Original Equipment Manufacturer
Vehicle	Mode of personal transport including 2-wheelers, 3-wheelers and 4- wheelers

Performance Criteria

Element	1. Lead a team to improve customer service
PC 1.1	Treat team members with respect at all times
PC 1.2	Agree with team members their role in delivering effective customer service
PC 1.3	Involve team members in planning and organising their customer service work
PC 1.4	Allocate work which takes full account of team members' customer service skills and the objectives of the organisation
PC 1.5	Motivate team members to work together to raise their customer service performance
PC 1.6	Give team members support and direction when they need help
PC 1.7	Encourage team members to work together to improve customer service
PC 1.8	Check that team members understand what they have to do to improve their work with customers and why that is important
PC 1.9	Check with team members what support they feel they may need throughout this process
PC 1.10	Provide sensitive feedback to team members about their customer service performance
PC 1.11	Encourage team members to discuss their customer service performance
PC 1.12	Discuss sensitively with team members action they need to take to continue to improve their customer service performance

Element	2. Manage customer relationships and quality service
PC 2.1	Analyze and comprehend all customer requirements and needs
PC 2.2	Document complete customer requisites and assess them
PC 2.3	Deliver and assist in delivering as per the noted requirements
PC 2.4	Understand complete customer queries and complaints
PC 2.5	Document all customer queries in the prescribed format of the organization
PC 2.6	Ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues
PC 2.7	maximize customer satisfaction through pleasant and excellent customer experience within the organizations framework
PC 2.8	Document feedbacks and reviews from the customers & implement within the framework of the organization
PC 2.9	Maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market

Element	3. Supervise and evaluate performance
PC 3.1	Set goals and targets as per organizational directives for all reporting executives
PC 3.2	Create quantified measures and metrics to analyze the performance delivered by subordinates
PC 3.3	Set tangible and achievable incentives for subordinates as per the goals and targets assigned
PC 3.4	Ensure and implement strict adherence of all activities performed by subordinates to organizational guidelines
PC 3.5	Monitor and supervise all the activities performed by subordinates and ensure optimization to achieve the set goals
PC 3.6	Evaluate performance of subordinates and reporting executives on the designed measures and metrics as per the guidelines of the organization
PC 3.7	Assist and support reporting executives whenever necessary or applicable
PC 3.8	Document all performance indicators and metrics of subordinates in the prescribed format of organization
PC 3.9	Perform all appraisal related process flow for subordinates, as per respective performance documents
PC 3.10	Handover all the documents and appropriate support measures to human resources department for official records
PC 3.11	Ensure and implement proper process flow for feedbacks and queries received from subordinates

Element	4. Plan and organize work to meet expected outcomes
PC 4.1	Keep immediate work area clean and tidy
PC 4.2	Treat confidential information as per the company's guidelines
PC 4.3	Work in line with company's policies and procedures
PC 4.4	Work within the limits of the job role
PC 4.5	Obtain guidance from appropriate people, where necessary
PC 4.6	Ensure work meets the agreed requirements
PC 4.7	Establish and agree on work requirements with appropriate people
PC 4.8	Manage time, materials and cost effectively
PC 4.9	Use resources in a reasonable manner

Element	5. Work effectively in a team
PC 5.1	Maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)
PC 5.2	Work with colleagues to integrate work
PC 5.3	Pass on information to colleagues in line with organizational requirements both through verbal as well as non-verbal means
PC 5.4	Work in ways that show respect for colleagues
PC 5.5	Carry out commitments made to colleagues

Cont.	
PC 5.6	Let colleagues know in good time if cannot carry out commitments, explaining the reasons
PC 5.7	Identify problems in working with colleagues and take the initiative to solve these problems
PC 5.8	Follow the company's policies and procedures for working with colleagues

Element	6. Maintain a healthy, safe and secure working environment
PC 6.1	Comply with the Emirate's current health, safety and security policies and procedures
PC 6.2	Report any identified breaches in health, safety, and security policies and procedures to the designated person/authority
PC 6.3	Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.
PC 6.4	Identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority
PC 6.5	Report any hazards outside the individual's authority to the relevant person, and warn other people who may be affected
PC 6.6	Safe handling of basic and simple vehicle systems, functions and standard equipment and instruments
PC 6.7	Identify and recommend opportunities for improving health, safety, and security to the designated person
PC 6.8	Complete all health and safety records
PC 6.9	Understand the safety dress & PPE types and adhere to the proper dress code & PPE requirements in the work area

Knowledge & Understanding

➤ *To lead a team to improve customer service, the user/individual on the job must know and understand:*

1. The roles and responsibilities of your team members and where they fit in with the overall structure of the organization
2. How team and individual performance can affect the achievement of organizational objectives
3. The implications of failure to improve customer service for your team members and your organization
4. How to plan work activities
5. How to present plans to others to gain understanding and commitment
6. How to facilitate meetings to encourage frank and open discussion
7. How to involve and motivate staff to encourage teamwork
8. How to recognize and deal sensitively with issues of underperformance

➤ *To manage customer relationships and quality service, the user/individual on the job must know and understand:*

1. Standard operating procedures within one's own organization
2. Standard operating procedures for query and complaint reporting along with their redressal mechanism in the organization
3. Framework and guidelines as prescribed by the organization for query and complaint redressal
4. Customer Relationship Management (CRM) related framework provided by the organization
5. Terms & conditions agreed between the respective auto component and the various OEMs/ OEM channel partners for supply, procurement of the various auto components
6. Documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines
7. Organizational and professional code of ethics and standards of practice
8. Safety and health policies and regulations for the workplace
9. The technical specifications of various OEM vehicles and the different variant/ model of auto components used along with those of the competitor auto component manufacturer
10. How to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team
11. Documentation requirements from the customers with respect to warranty claims and other performance related feedback on the for respective OEM vehicle
12. Requirements of the customers and suggest delivery accordingly

13. Software or format used to capture for Customer Relationship Management (CRM) within the organization
14. Software or format such as MS word, excel, PowerPoint and Management Information System (MIS)
15. How to capture customer voice/ feedback on the auto components for various OEM vehicles on price, performance, availability of spares, warranty & other service-related aspects etc.
16. Detailed technical and performance specifications of the auto component for various OEM vehicles

➢ *Supervise and evaluate performance, the user/individual on the job must know and understand:*
1. Standard operating procedures of the organisation for appraisals, incentives, promotions and performance evaluation
2. Standard operating procedures for query and problem reporting and their redressal in the organisation
3. Framework and guidelines prescribed by the organisation for query and problem redressal
4. Framework and guidelines prescribed by the organisation for performance evaluations and based appraisals out of it
5. Documentation requirements for each procedure carried out as part of roles and responsibilities
6. Institutional and professional code of ethics and standards of practice
7. Safety and health policies and regulations for the workplace
8. Documentation requirements for appraisals and other performance evaluations of various subordinate positions
9. Process flow for performance evaluation, documentation and appraisals related with them
10. Subordinate and reporting executive's problems and queries and documenting it in the organisation's prescribed format
11. redressal documentations mechanisms available in the organization and acting accordingly in a timely manner
12. Software or Format such as MS Word, Excel, PowerPoint and Management Information System (MIS) as prescribed by the organization

➢ *To plan and organize work to meet expected outcomes, the user/individual on the job must know and understand:*
1. The company's policies, procedures and priorities for area of work, role and responsibilities in carrying out that work
2. The limits of responsibilities and when to involve others
3. Specific work requirements and who these must be agreed with
4. The importance of having a tidy work area and how to do this

5. How to prioritize workload according to urgency and importance and the benefits of this
6. The company's policies and procedures for dealing with confidential information and the importance of complying with these
7. The purpose of keeping others updated with the progress of work
8. Who to obtain guidance from and the typical circumstances when this may be required
9. The purpose and value of being flexible and adapting work plans
10. How to complete tasks accurately by following standard procedures
11. Technical resources needed for work and how to obtain and use these

> *To work effectively in a team, the user/individual on the job must know and understand:*
    1. The company's policies and procedures for working with colleagues, role and responsibilities in relation to this
    2. The importance of effective communication and establishing good working relationships with colleagues
    3. Different methods of communication and the circumstances in which it is appropriate to use these
    4. The importance of creating an environment of trust and mutual respect
    5. The implications of own work on the work and schedule of others
    6. Different types of information that colleagues might need and the importance of providing this information when it is required
    7. The importance of helping colleagues with problems, in order to meet quality and time standards as a team

> *To maintain a health, safe and secure working environment, the user/individual on the job must know and understand:*
    1. Legislative requirements and organisation's procedures for health, safety and security and individual's role and responsibilities in relation to this
    2. What is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace
    3. How and when to report hazards
    4. The limits of responsibility for dealing with hazards
    5. The company's emergency procedures for different emergency situations and the importance of following these
    6. The importance of maintaining high standards of health, safety and security
    7. Implications that any non-compliance with health, safety and security may have on individuals and the organisation
    8. Different types of breaches in health, safety and security and how and when to report these
    9. Evacuation procedures for workers and visitors
    10. How to summon medical assistance and the emergency services, where necessary

11. How to use the health, safety and accident reporting procedures and the importance of these

Other Skills

Writing Skills

> ➤ *To be competent, the user/individual on the job needs to:*
1. Communicate information and ideas in writing so that the subordinates and peers can understand
2. Create documents required on the job (including requirement sheets, query sheets, response or feedback sheets etc.)
3. write at least one language

Reading Skills

> ➤ *To be competent, the user/individual on the job needs to:*
1. Read reviews from subordinates in terms of their requirements, queries and feedbacks
2. Read appraisal documents related with any of subordinating position
3. Read policies and regulations pertinent to the job

Communication Skills

> ➤ *To be competent, the user/individual on the job needs to:*
1. Interact with all subordinates to understanding their requirements, queries and feedbacks on various aspects within the organisation
2. Interact with organisation's internal stakeholders to ensure efficient performance evaluation of the subordinates leading to higher levels of satisfaction and motivation

References

http://www.ukstandards.org.uk

www.nsdcindia.org/nos