

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

AUTO 508A

COURSE TITLE

SERVICE ADVISOR II

TYPE COURSE

NON FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides the student with the skills required for employment as a service advisor. Students will learn about customer service, writing an initial repair order estimating parts and labor costs and how to revise repair estimates in accordance with California State law. Topics also include communications, customer relations, manufacture warranty policies and procedures, returning the vehicle to the customer and follow-up. (FT)

LECTURE/LABORATORY HOURS

150

ADVISORIES

Valid California Driver's License required to operate vehicles in class and for employment.

RECOMMENDED SKILL LEVEL

Eighth grade reading level, ability to communicate effectively in the English language and knowledge of general math.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.
3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Gain an understanding of the different types of service facilities, their operations and the importance of safety in an automotive repair environment.
2. Understand the overall role of a service advisor including the importance and types of communication, ethics and how to use the team approach.
3. Understand customer relations and how to efficiently, accurately, legally, and ethically sell the necessary repairs to a customer.
4. Understand vehicle and customer records and the different types of warranties.
5. Understand how to write and revise a service order.

COURSE OBJECTIVES

1. Explain the different types of service facilities and describe safety procedures used in the workplace.
2. Describe the role of the service advisor, ethics, the different team approaches and the different types of communication used with customers.
3. Describe customer relations as they relate to sales, follow-up and customer conflict resolution.
4. Explain vehicle and customer records and the different types of warranties.
5. Demonstrate how to write a service order and how to revise a service order.

SECTION II

COURSE CONTENT AND SCOPE

1. Facilities Orientation
 - 1.1. Safety equipment
 - 1.1.1. Types
 - 1.1.2. Locations
 - 1.2. Common types of injuries
 - 1.2.1. Burns
 - 1.2.2. Asbestos hazards
 - 1.2.3. Chemical hazards
 - 1.2.4. Traffic hazards
 - 1.3. Fire safety
 - 1.3.1. Fire extinguishers
 - 1.3.1.1. ABC

COURSE CONTENT AND SCOPE (CONTINUED)

2. Service Facilities
 - 2.1. Type of facilities
 - 2.1.1. Dealerships
 - 2.1.2. Independent garages
3. Service Advisor
 - 3.1. Communication
 - 3.2. Product knowledge
 - 3.3. Sales
 - 3.4. Professional image
 - 3.5. Duties
 - 3.5.1. Shop Operations
 - 3.6. Ethics
 - 3.6.1. Personal
 - 3.6.2. Environmental
 - 3.6.3. Business
 - 3.7. Team approach
 - 3.7.1. Customers
 - 3.7.2. Types of teams
 - 3.7.2.1. System flow chart
 - 3.7.2.2. Three member
 - 3.7.2.3. Four member
 - 3.7.2.4. Multiple teams
 - 3.7.2.5. Team leader expectation
 - 3.8. Vehicle and customer records
 - 3.8.1. Vehicle history
 - 3.8.2. Invoices
 - 3.8.3. Repair Orders
 - 3.8.4. Dealership and warranties
 - 3.8.4.1. Customer pay warranty
 - 3.8.4.2. Manufacture warranty
 - 3.8.4.3. Other warranties
 - 3.8.4.4. Comebacks
 - 3.8.4.5. Working with fleets
 - 3.8.5. Warranties
 - 3.8.5.1. New
 - 3.8.5.2. Certified pre owned
 - 3.8.5.3. Bumper to bumper
 - 3.8.5.4. California emissions
 - 3.8.5.5. Extended
 - 3.8.5.5.1. Manufacture
 - 3.8.5.5.2. Non manufacture
 - 3.8.5.6. Contracts
 - 3.8.5.7. Lemon law
 - 3.8.6. Service contracts
 - 3.8.7. Service bulletins
 - 3.8.8. Campaigns/recalls

COURSE CONTENT AND SCOPE (CONTINUED)

- 4. Communications with the Customer
 - 4.1. Telephone communications
 - 4.1.1. Basic techniques
 - 4.1.2. Obtaining information to start a repair order
 - 4.1.3. Identifying customer concern
 - 4.1.4. Notify customer to open work order by telephone
 - 4.2. Personal communication
 - 4.2.1. Greeting
 - 4.2.2. Customer contact information
 - 4.2.3. Automobile information
 - 4.2.4. Customer concerns and requests
 - 4.2.5. Writing the estimate
 - 4.2.6. Presenting the estimate
 - 4.2.7. Repair authorization
 - 4.3. Service details
 - 4.3.1. Advisor to customer
 - 4.3.2. Effects on cost
 - 4.3.3. Effects on time
 - 4.3.4. Automobile maintenance
 - 4.4. Closing the sale
 - 4.4.1. Selling the repairs
 - 4.4.1.1. High priority
 - 4.4.1.2. Medium priority
 - 4.4.1.3. Low priority
 - 4.4.2. Maintenance sales
 - 4.4.3. Opportunities to sell
 - 4.4.3.1. Phone call
 - 4.4.3.2. Initial service write-up
 - 4.4.3.3. Calling for authorization
 - 4.4.3.4. Vehicle pick up
 - 4.4.4. Impact of the environment on sales
 - 4.4.5. Selling and method of payments
- 5. Internal Communications
 - 5.1. Writing for the technician
 - 5.1.1. Recording customer information
 - 5.1.2. Duplicating the problem
 - 5.1.3. Vehicle identification number
 - 5.1.4. Date of production
 - 5.1.5. Model year date sticker
 - 5.2. Workflow
 - 5.2.1. Company policy
 - 5.2.2. Scheduling the appointment
 - 5.2.3. Service advisor paperwork
 - 5.2.4. Technicians paperwork
 - 5.2.5. Monitoring repairs
 - 5.2.6. Active delivery

COURSE CONTENT AND SCOPE (CONTINUED)

- 6. Customer Relations
 - 6.1. Sales
 - 6.1.1. Repairs
 - 6.1.2. Services
 - 6.1.3. Dis-satisfied customers
 - 6.1.3.1. Customer personalities
 - 6.1.4. Overselling and up-selling
 - 6.1.5. Customer disagreement
 - 6.1.6. Promoting the facility
 - 6.1.7. Follow Up
 - 6.1.7.1. Personal touch
 - 6.1.8. Promotions
 - 6.1.8.1. Service reminders
 - 6.1.8.2. Specials
 - 6.1.8.3. Advertisements
 - 6.1.8.3.1. Newspaper
 - 6.1.8.3.2. Radio
 - 6.1.8.3.3. Television
 - 6.1.8.3.4. Internet
 - 6.1.8.3.5. Solicitation
 - 6.1.9. Customer surveys
 - 6.1.9.1. Bonuses
 - 6.1.9.2. Salary increases
 - 6.1.9.3. Position advancements
 - 6.1.10. Dealing with dis-satisfied customers
 - 6.1.10.1. At the facility
 - 6.1.10.2. On the phone
 - 6.1.10.3. Online
 - 6.1.10.4. Bureau of Automotive Repair
- 7. Other Duties
 - 7.1. Business contracts
 - 7.2. Petty cash
 - 7.3. Liability and Workers Compensation
 - 7.4. Utilities
 - 7.5. Banking
 - 7.6. Advertising and promotions
 - 7.7. General supplies
 - 7.8. Security
 - 7.9. Positive work environment
 - 7.9.1. Employee input for improvement
 - 7.9.2. Customer expectations
- 8. Automotive Service Consultant Exam
 - 8.1. Communications
 - 8.2. Product Knowledge
 - 8.3. Shop Operations

COURSE CONTENT AND SCOPE (CONTINUED)

9. Employment Opportunities
 - 9.1. Interviewing techniques
 - 9.2. Job search

APPROPRIATE READINGS

Industry related Manuals, Publications, and Websites such as:

www.identifix.com

www.napatraining.com

www.acdelcotraining.com

WRITING ASSIGNMENTS

Typical writing assignments may include but are not limited to:

1. Completing assigned reports.
2. Providing written answers to assigned questions.
3. Completing sample repair orders.

OUTSIDE ASSIGNMENTS

Students are expected to spend a minimum of two hours per day outside of class in practice and preparation for each day in class. Appropriate assignments may include, but are not be limited to:

1. Appropriate readings.
2. Preparing research reports.
3. Preparing appropriate writing assignments.
4. Studying as needed to perform successfully in class.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Students will research and apply the "Write it Right" rules from the Bureau of Automotive Repair in preparing a service order. Students will also analyze and evaluate the different customer relations skills needed in the workplace and use the analysis in classroom discussions.

EVALUATION

A student's grade will be based on multiple measures of performance. The assessment will measure development of independent critical thinking skills and will include evaluation of the student's ability to:

1. Perform assigned tasks.
2. Apply theory to laboratory assignments.
3. Perform on written, oral, or practical examinations.
4. Contribute to class discussions.
5. Maintain attendance per current policy.

EVALUATION (CONTINUED)

Satisfactory completion of the course may require completion of a culminating activity, which may include, but is not limited to, one of the following:

1. Written report.
2. Classroom presentation.
3. Research project.
4. Industry involvement.
5. Final Exam.

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program completion will be issued.

METHOD OF INSTRUCTION

Classroom lectures, demonstrations, laboratory, audio-visual presentations, computer assisted instruction, group and individual instruction. Field trips, job shadowing and intern/externships may be utilized. This course or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

The Service Consultant, Working in an Automotive Facility, Ronald & William Garner, Delmar Cengage Learning, current edition
Becoming an Automotive Service Advisor, Roger Weissman, Delmar Cengage Learning current edition

Other Resources: California Bureau of Auto Repair

PREPARED BY: Bernie Rodriguez DATE: October, 2016

REVISED BY: _____ DATE: _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog