

# Alex Campbell

**Age:** 29 years old

**Employment:** Full-Time

**Education:** High School Diploma or GED

**Years of Experience in the Shop:** 3+ years as a technician

**Technician Level:**

- B-level or higher
- Capable of diagnosing & repairing most systems of Ford and non-Ford vehicles
- Action-oriented requiring little or no guidance on jobs



Responsible

Proactive

Personable

Alex is a dedicated, considerate mobile technician who thrives in the independent environment of his work. His friendly attitude and drive to always find a solution to any problem shows through in the pride he takes in providing convenient, reliable service with a smile.

**"Success of Mobile Service is all in the prep work."**



## What the job requires day in and day out:

- Follow Excellent Time Management
- Maintain & Organize a Clean Van & Schedule
- Recognize & Meet Customer Needs
- Perform Physical Tasks & Lift up to 100 Pounds
- Efficiently Navigate following Familiar Routes

## Why Alex was hand-picked for Mobile Service:

Alex is a skilled and efficient tech, but it's his ability to provide excellent customer service during every appointment that really sets him apart and makes him perfect for this role.

**"Arriving early is arriving on time."**

**"If you have someone that isn't good with people it goes downhill fast..."**

- Natural disposition to put the customer first
- Calm and responsive in unpredictable situations
- Highly trusted by management to represent and act on behalf of the dealership
- Independent thinker and confident decision-maker
- Strives for 5-star feedback with every service
- Takes pride in his role and brings a start-up mentality to growing the business

## Why Alex wants to work in Mobile Service:

**Independence**

Being outside the confines of a service bay gives Alex freedom from a hectic environment and the watchful eyes of fellow techs and advisors.

**Opportunities**

Alex has an active role building the program and making it successful, giving him a lot of opportunities to showcase his skills and value to management.

**Variety**

Each day and service is different for Alex. Working in various locations with a variety of customers lets him use his other skills, like customer service and problem solving.

**Recognition**

Getting direct feedback from customers is validating for Alex and management recognizes that the program does well because Alex does his job well.

**"I absolutely love driving. I love being out on the road, I love being with the customers."**

**"It's like being your own boss without being your own boss"**

## Who Alex relies on day-to-day:



**Mobile Service Coordinator**

Alex works in-step with his mobile service coordinator. They start and end each day with a debrief of what happened and what to expect for tomorrow's schedule.

Alex's coordinator knows he's an early bird and schedules his appointments starting at 7am.



**Parts Department**

Alex is knowledgeable and recognizes which parts are required for his repair orders so he has limited facetime with the part department.



**Dealership Management**

Management is invested in Mobile Service and supports the Techs helping build this a new business.

Alex feels encouraged that his dealership prioritizes promoting from within and is investing in training, equipment, and hiring.

## The Challenges & Pain Points that come with the job:

- ✗ Alex performs a lot of physical tasks, like working without hydraulic lifts or dollies, and laying on the ground to perform service.
- ✗ Alex doesn't always know what to expect at different service locations. He may arrive to find a vehicle parked on an incline, on an active street, or in a garage the van can't clear.
- ✗ Working remotely exposes Alex to factors outside his control, like unleashed dogs, inclement weather, and nosy customers or neighbors.
- ✗ Services that can't be completed remotely or require additional service can cause frustration, which customers can take out on Alex.
- ✗ Alex's mobile service region covers a lot of ground leaving him prone to traffic and other delays.
- ✗ Gaps in the communication process with customers and the Mobile Service Coordinator can slow him down.

**"At the end of the day, it takes the right person for the job"**

## What's next for Alex's career

The physical demands of the job put a limit on long-term Mobile Service work. Alex sees his role at the dealership evolving.

Dealership Management gave him the opportunity to shape the Mobile Service program. The support from his dealership motivates his loyalty and desire to amplify the program and continue its success.

- ★ Grow Mobile Service Business
- ★ Return to service bay as Master Technician
- ★ Move into management role within Dealership

