

Wesley Edwards

24152 Santa Teresa Avenue, Mission Viejo, CA 92692

Phone: 949-555-5555, Cell Phone: 702-555-5555, Email: Wes702@yahoo.com

CUSTOMER SERVICE ~ ORGANIZATION ~ COMMUNICATION ~ LEADERSHIP

Customer Relations Director

Translating organizational goals into precisely crafted customer and human-relations practices through innovative process improvement and multi-dimensional communication strategies.

Professional Profile

- Accomplished 5 Star-certified customer-development professional with significant success record in auto dealership customer relations achieved through process organization and improvement, executing training programs, establishing high performance standards, and strengthening supportive administrative practices.
- Strong communicator with exceptional organizational skills and ability to manage multiple situations and projects simultaneously with focus, direction, and enthusiasm.
- Motivated achiever who uses problem-solving skills to synthesize and apply information quickly while adapting to new situations seamlessly to make immediate contribution.
- Human-relations pro who excels in team-building and leadership roles, managing, training, and directing multi-departmental staff initiatives, as well as developing, coordinating, organizing, and executing public-relations campaigns and large group events.

Professional Experience

Customer Relations Director and 5-Star Coordinator, DodgeLand USA – Dodge Automotive Dealer, Las Vegas, NV, 2003 to 2006

- Transformed dealership's failing reputation from prior ownership into thriving automotive sales and service entity by implementing 5 Star evaluative and strategic methodology.
- Achieved 5 Star Dealer Certification through increased sales satisfaction score, customer-service satisfaction ratings, and vehicles fixed during first visit into dealer service department.
- More than doubled Customer Satisfaction Index (CSI) scores from 40 percent to 88 percent in four months by initiating phone campaign to proactively resolve issues.
- Ensured customer satisfaction by conducting 100 percent customer follow-up on sales and service, completing detailed trend analysis, addressing customer issues, and reviewing customer feedback in management meetings.
- Played instrumental role in igniting dramatic growth in sales and customer satisfaction for dealership by establishing and managing Business Development Center (BDC) from ground up.
- Attained virtually paperless environment by streamlining processes and improving efficiency.
- Propelled dealership into top third of Dodge dealers nationwide by implementing personnel training to reach certified BDC status in just four months, compared to one-year norm.
- Broadened dealership exposure by overseeing creation and maintenance of dealership Web site as well as establishing a presence on corporate site, showing strong, steady increase in site traffic.
- Tracked \$450,000 in rebate/incentive capital each month and recovered lost revenue by resolving data errors and maintaining contact with corporate offices/customers to settle outstanding debts.
- Ensured repeat business by performing all new and certified vehicle deliveries and boosted customer satisfaction throughout revitalized sales process.

Sales Associate/General Motors Buypower Manager, Pontiac-Cadillac of Sioux Falls, Sioux Falls, SD, 2002 to 2003

- Generated increasing volume of walk-in and Internet-driven automobile sales for sister store of by actively cultivating leads, referrals, and sales opportunities.
- Surpassed company quota of nine car sales monthly throughout tenure by selling an average of 15 vehicles, and as many as 20 in one month, while maintaining extraordinary 90 percent CSI rating.
- Excelled as top performer and leader among sales consultants through mentoring sales associates.
- Played key role in dealership's dramatic rise in ranking for Pontiac car sales, from 32nd to 2nd in zone, top 100 in the US, and 6th in zone for all GM lines, including trucks, by responding effectively to customer inquiries with information and incentives to visit dealership.
- Achieved GM Certification as Sales Consultant, Finance and Insurance Manager, Used Car Sales Manager, and New Car Sales Manager by completing intensive training in all major sales-related areas.

Manager, Enterprise Rent-A-Car, San Antonio, TX, 1996 to April 2002

- Rose quickly through several management levels – trainee to the third level of management in just seven months – within nation's largest car-rental company, culminating in playing key role on team that managed customer-service lot and shuttle operations for San Antonio Airport branch.
- Satisfied customers by providing them with prompt, efficient service and regularly oversaw vehicle returns, cleaning, fueling and placement of 500-car fleet.
- Earned two Marketing Excellence awards and two White Shirt awards through generating new business and performing acts of excellence in customer service acknowledged by specific customers.
- Streamlined shuttle rotation and customer flow by instituting shuttle-fleet management system.
- Halted loss of fuel cards at a cost of \$80 each by initiating employee accountability system.

Areas of Expertise

<ul style="list-style-type: none"> • Customer Development • Human Relations • Research and Planning • Interdepartmental Liaison • Elevate Standards of Service 	<ul style="list-style-type: none"> • Internal/External Customer Service • Communication • Public Relations and Event Planning • Administration and Management • Administrative Decision-Making • Hiring and Workforce Supervision 	<ul style="list-style-type: none"> • Process Improvement • Revenue Recovery • Problem-Solving • Training/Coaching/Mentoring • Problem Identification/Resolution • Scheduling/Planning/Organization • Sales and Marketing
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Certifications and Professional Development

Certifications	<ul style="list-style-type: none"> 5 Star Coordinator, Las Vegas, NV, 2004, 2005 Sales Manager Certification, Las Vegas, NV 2004, 2005 Certificate in Supervisory Skills, Las Vegas, NV, 2001
----------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------