

SUPERBIKE FACTORY

MOTORBIKE SUPERSTORE

Superbike Factory Ltd
Snape Road | Macclesfield | Cheshire | SK10 2NZ
Tel: 01625 353012 / Fax: 01625 353002

Job Title: Parts & Service Advisor

Department: Parts & Service

Location: SuperBike Factory Macclesfield/Crawley/Bradford/Donington Park

Reports To: Parts and Service Manager

Level: Entry/Mid

Employment Type: Full-time

Job Purpose:

The Parts & Service Advisor acts as the vital link between customers and the workshop team, delivering excellent service from the moment of enquiry to job completion. This role is responsible for booking and managing service appointments, handling parts enquiries, supporting administrative functions, and recommending additional services or products. By blending organisation, product knowledge, and customer focus, the Advisor helps drive customer satisfaction and operational efficiency across the Parts and Service department.

Key Responsibilities:

- **Customer Interaction** – Welcome customers in person or over the phone, identify their needs, and clearly communicate service offerings and timelines.
- **Service Coordination** – Manage service bookings and workflow, ensuring technicians have clear, accurate job details.
- **Sales & Upselling** – Identify and promote relevant additional services, accessories, or parts to customers during service interactions.
- **Administrative Support** – Maintain accurate customer records, process payments, and manage service documentation.
- **Parts Management** – Advise customers on parts availability, manage stock levels, and coordinate with suppliers as needed.
- **Collaboration** – Work closely with workshop and sales teams to support smooth customer handovers and vehicle readiness.

Required Skills and Qualifications:

Essential Experience:

- **Previous experience in a Parts or Service Advisor role**
- **Experience within the automotive or motorcycle industry**
- **Familiarity with workshop management systems and parts catalogues**

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- **Comfortable in a fast-paced, customer-facing environment**

Desirable Experience:

- **Knowledge or passion for motorcycles**
 - **Previous experience using dealership systems or CRMs**
 - **Stock or parts inventory experience**
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Key Attributes:

- **Excellent communication and interpersonal skills**
 - **Organised and detail-oriented**
 - **Proactive and solutions-focused**
 - **Confident multitasker in a customer-facing environment**
 - **Strong team player**
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Performance Standards:

- **Maintain high levels of customer satisfaction through timely communication and accurate service delivery**
 - **Ensure all service bookings and records are accurately maintained**
 - **Monitor and manage parts stock with minimal discrepancies**
 - **Consistently achieve upselling or service-related KPIs**
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Working Conditions:

Environment: Workshop and customer-facing office environment

Physical Requirements: Involves computer work, occasional lifting, and time spent in workshop areas

Scheduling: Full-time role, including weekends or peak period availability as required

Job Context and Environment:

Work Environment: Busy, dynamic service department with varied day-to-day responsibilities

Challenges: Balancing multiple service jobs, meeting tight turnaround times, managing stock accuracy

Tools and Equipment: Dealer management systems, Microsoft Office, parts systems

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Key Relationships:

Internal: Technicians, Workshop Manager, Parts and Service Manager, Sales Team

External: Customers, suppliers, delivery personnel

Career Development Opportunities:

- **Progression to Senior Service Advisor or Team Leader roles**
 - **Opportunities for further training**
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Note: this job description is not exhaustive, non-contractual and may be added to or changed from time-to-time following discussion and consultation with the post holder and line manager