

T. EDWIN THAMARAI SELVAM

Automotive Service Manager

CONTACT

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Jeddah,

Kingdom of Saudi Arabia

Nationality - Indian

LANGUAGES

English, Hindi, Kannada, Arabic,
Malayalam, Tamil, Telugu

SKILLS

Building Relationship, Leadership,
Patience, Technical, Administration,
Teamwork, Communication,
Management, Presentation Skills,
Data Analytics, Motivation,
Empathy, Problem Solving,
Commercial Awareness

ACHIEVEMENTS

Jeddah – Kingdom of Saudi Arabia

- Best Branch for CSI across
KSA 2022/23 (Jeddah, KSA)
Dealer – Renault

PROFILE

Results-driven and detail-oriented automotive professional with 28 years of combined experience in technical and administrative roles. Proven track record of delivering successful outcomes through effective cross-functional communication, strong organizational skills, and a passion for staying up-to-date with advanced automotive technologies. I am a self-motivated, adaptable, and collaborative team player with a strong work ethic, integrity, and determination to drive higher success. I am excited to leverage my expertise and enthusiasm for automotive engineering to contribute to a forward-thinking team.

WORK EXPERIENCE

Business Development Manager - SLV Motors (Multi-Brand), Bangalore (India), May 2024 – November 2024

- Developed and executed revenue growth strategies through targeted outreach to insurance, corporate, and rental fleets
- Provided exceptional customer service, promptly resolving complaints and issues to ensure high customer satisfaction
- Analysed customer feedback and implemented process improvements to enhance service quality and drive customer retention.
- Collaborated with the Marketing team to drive business development and customer retention initiatives.
- Assisted with the development and implementation of marketing campaigns to attract new customers.

Regional Service Manager, Western Region, Gulf Advantage Automobiles LLC, Jeddah, Kingdom of Saudi Arabia - December 2022 – Mar 2024 (Renault)

- Led a high-performing team of 30 customer service representatives, driving customer satisfaction and retention through coaching and guidance.
- Collaborated with cross-functional teams to identify and resolve customer issues in a prompt & timely manner
- Analyzed customer feedback and data to identify trends, recommending process improvements to enhance customer experience.
- Successfully managed yearly budgeted targets, optimizing costs and profit and loss (P&L) statements.

ACHIEVEMENTS

Telangana & Andhra Pradesh – India

- Best Customer service Dealer partner of the year 2019, 2020, 2021 & 2022 (Hyderabad, India) Dealer – Mercedes Benz)
- Best Dealer partner customer services (CSI) 2018, 2019, 2020, 2021 & 2022 (Hyderabad, India) Dealer – Mercedes Benz)
- Best Dealer Partner Customer Satisfaction for the year 2018 & 2019 (Hyderabad, India) Dealer – Mercedes Benz)
- Top dealer performer of the year from 2019 to 2022 (Hyderabad, India) Dealer – Mercedes Benz)

- Spearheaded business growth initiatives, increasing body shop revenue through strategic partnerships with insurance and fleet companies.
- Oversaw warranty and repeat repair processes, adhering to dealer principles and ensuring compliance
- Effectively managed MOCI-related cases, collaborating with the legal team to ensure timely resolution.
- Coordinated with vendors to procure necessary equipment and parts of Multi-Brand vehicles ensuring smooth service operations

Branch Head Aftersales, Mahavir Motors, Telangana & AP, India -

Sep 2017 – Nov 2022 (Mercedes Benz)

- Spearheaded a team of 180 customer service representatives, driving high levels of customer satisfaction and retention.
- Achieved Aftersales dealer targets and yearly POM {Quantitative (CP, Retail) & Qualitative targets (Retention, Efficiency & CSI)}.
- Tracked key performance indicators, to drive business growth.
- Negotiated contracts with vendors to improve service quality and reduce costs
- Trained new employees on company policies and procedures, ensuring seamless onboarding
- Focused on parts retailing and liquidation schemes, optimizing inventory management. (Dead Stock)
- Effectively managed a team of Customer service to handle escalated customer complaints, resolving issues in a timely and professional manner
- Collaborated with cross-functional teams to streamline processes and increase productivity.
- Led a team of service technicians, delivering timely and high-quality repairs that drove customer satisfaction and loyalty.
- Assisted in developing and implementing marketing campaigns to attract new customers

Manager Bodyshop, Lakshmi Hyundai, Bangalore, India - Apr 2016 – Aug 2017

- Consistently exceeded monthly targets by identifying opportunities to upsell additional services, driving revenue growth and customer satisfaction.
- Led a high-performing team of technicians in a fast-paced auto body shop setting a culture of excellence and ensuring timely, high-quality repairs.
- Conducted rigorous quality checks on completed repairs, guaranteeing customer satisfaction and loyalty.
- Built strong relationships with insurance companies, streamlining claims processing and facilitating seamless repairs.
- Developed and implemented innovative cost-saving strategies, resulting in significant increases in profitability.

Manager Service & Bodyshop, Surya Nissan, Bangalore, India - Sep 2015 – Apr 2016

- Achieved monthly overall targets through strategic upselling of additional services, driving revenue growth and customer satisfaction.

ACHIEVEMENTS

Salalah & Dhofar Region – Sultanate of Oman

- Best Business performing branch 2011 & 2012 (Salalah, Oman) Dealer Nissan, Reno & Infinity)
- Best Customer Satisfaction for the year 2012 & 2013 (Salalah, Oman) Dealer Nissan, Reno & Infinity)
- Best Business Achievement team of the year 2012 & 2013 (Salalah, Oman) Dealer – Nissan, Reno & Infinity)

- Conducted rigorous quality checks on completed repairs, guaranteeing customer satisfaction and loyalty.
- Built strong relationships with insurance companies, streamlining claims processing and facilitating seamless repairs.
- Mentored and trained new technicians on proper repair techniques and company procedures, enhancing team performance and efficiency

Branch Service In-charge, Suhail Bhawan Automobiles LLC, Salalah, Sultanate of Oman, Dhofar region & PDO Sites – May 2009 – Apr 2015

- Spearheaded a large-volume, fast-paced Aftersales operation across 6 Locations in Dhofar Region (Salalah, Haima, Mukaizna, Marmul, Tumrait, Mazyona), driving exceptional customer satisfaction (CSI) results.
- Led a team of 70 customer service representatives, ensuring a culture of customer-centricity and retention.
- Developed and implemented strategies to increase branch revenue and meet service targets.
- Ensured prompt, professional resolution of customer complaints and issues.
- Collaborated on marketing campaigns to attract new customers and drive business growth.
- Streamlined processes and improved efficiency through cross-functional collaboration.
- Supervised employees to ensure seamless daily operations
- Implemented customer feedback to improve service quality and increase customer satisfaction.
- Drove business growth through strategic partnerships with insurance and fleet companies.
- Ensured timely maintenance and repair of Ministry of Defence (MOD) operational vehicles, optimizing revenue generation
- Successfully resolved PACP issues and customer complaints in collaboration with the Legal team

Technical Manager, Aryan Motors, Bangalore, India - Aug 2008 – Apr 2009

- Comprehensive training programs for technicians, aligning with skill matrix requirements and enhancing technical expertise
- Served as primary liaison between customers, dealers, and technical teams, resolving complex technical concerns in a timely and efficient manner
- Ensured strict adherence to Dealer Principles and standards, maintaining exceptional quality and consistency.
- Achieved impressive quality control metrics, reducing repeat repairs to 0.5% per month by adhering to process quality.
- Comprehensive training programs for Service Advisors as per dealer standards

Manager Used Cars, Advance Japan Auto Exports Co. Ltd, Nagoya, Japan - Aug 2008 – Oct 2008

- Coordinated with officials to purchase used cars through Auction Centre, ensuring precise matching of customer requirements.
- Conducted thorough inspections of used cars, reporting on condition and

ACHIEVEMENTS

Barka – Sultanate of Oman

- Best Customer Satisfaction Achiever 2007 (Barka, Oman) Dealer – Nissan, Reno & Infinity)
- Best ARA rated branch by NMEF across Oman 2007 (Barka, Oman) Dealer – Nissan, Reno & Infinity)
- Best outlet branch for the 3rd & 4th quarter – 2007 (Barka, Oman) Dealer – Nissan, Reno & Infinity)

ACHIEVEMENTS

Khamis Mushayat/Abha – Kingdom of Saudi Arabia

- Best Branch of the year 2005 & 2006 (Abha/Khamis Musayat, KSA) Dealer – Jeep Dodge & Chrysler
- Top Recall Campaign achiever for overall KSA region (Abha/Khamis Musayat, KSA) Dealer – Jeep Dodge & Chrysler

CERTIFICATIONS

- Electric Vehicle Technology
- Stride for Leadership
- Health Safety & Environment induction Training
- Commitment to customers Service & parts
- Selling & Customer care

recommending refurbishment requirements

- Supervised the refurbishment process, performing final quality checks to ensure vehicles met excellent operating standards before returning them to the Sales department.
- Facilitated international vehicle shipments by preparing and arranging necessary documentation for export to designated countries.
- Maintained meticulous records, completing and filing documentation in accordance with company policies and procedures.

Branch Service In-charge, Suhail Bhawan Automobiles LLC, Barka, Sultanate of Oman, – Jun 2007 – Jul 2008

- Spearheaded a high-volume, fast-paced Aftersales operation, driving exceptional customer satisfaction (CSI) results and achieving monthly and yearly targets.
- Led and supervised a team of service employees, ensuring seamless operations, efficient workload management, and consistent quality of work.
- Approved requisitions, controlled expendables, and maintained a robust system for managing workload and quality from reception to delivery.
- Maintain effective system of work load & quality of work from reception until delivery.
- Ensured prompt, professional resolution of customer complaints and issues, prepared a prompt Root Cause Analysis of the concerns with PDCA .
- Fostered a culture of continuous improvement, implementing customer feedback to enhance service quality, customer satisfaction, and retention.

Regional Workshop Supervisor, United Motors Company, Abha, Kingdom of Saudi Arabia – Nov 1999 – May 2007 (Jeep, Dodge & Chrysler)

- Consistently met or exceeded annual targets while maintaining exceptional customer satisfaction levels
- Ensured seamless operations by approving requisitions, controlling expenditures, and implementing effective workload management systems.
- Maintained rigorous quality control standards, ensuring excellence from reception to delivery.
- Successfully handled customer complaints, policy adjustments, and issue resolution in a timely and professional manner.
- Ensured strong relationships with key customers, including fleets, ministries, and insurance companies, through regular business promotional visits.
- Supervised a high-performing team, ensuring efficient and effective daily operations.
- Coordinated and executed campaigns, recalls, and customer meets to drive business growth and customer engagement.

Auto Electrician/Technician, United Arab Motors, Abha, Kingdom of Saudi Arabia – Aug 1997 – Oct 1999 (Jeep, Dodge & Chrysler)

- Diagnosed and rectified complex mechanical and electrical issues as an experienced Auto Technician, ensuring timely and accurate repairs.
- Utilized advanced scan tools to diagnose and troubleshoot electronic

- skills for service Advisors
- FFV & Master Tech training programs
- Mobile Air Conditioning Society (MACS) & International Mobile Air Conditioning Association IMACA certified technician
- Daimler Chrysler Technical Trainings

LICENSES

- Availing Driving License of Kingdom of Saudi Arabia
- Expired Driving license of Oman

IT SKILLS

- Microsoft Word Document
- Microsoft Excel, PPT
- E-dealer, SAP, Auto plus
- Kerridge, DMS

PROJECTS

- Established new Multi-Brand workshop at Jeddah, Asfan location
- Established New Premier Express set up at Madhapur location (Hyderabad, Telangana, India) Dealer – Mercedes Benz)
- Execution of onsite mobile service support to MOD operations in Mazyona (Dhofar) region

components, including engines, transmissions, security systems, body & all electronic systems.

- Consistently met or exceeded productivity & efficiency standards, delivering high-quality work while minimizing downtime & repeat repairs
- Achieved exceptional metrics, to achieve a repeat repair rate of under 0.2%
- Proactively managed pending vehicles, ensuring timely completion and delivery to meet customer expectations

Senior Technician, Metro Ford, Bangalore, India – Aug 1995 – July 1997 (Ford)

- Performed diagnostic and repair efforts as Senior Technician, resolving complex mechanical, electrical, and A/C issues on passenger vehicles
- Ensure allotted pending vehicles are followed up on completion for delivery
- Maintained transparency and trust with customers by properly documenting and returning replaced parts.
- Collaborated with Service Advisors to provide expert technical guidance during pre- and post-diagnosis phases, including conducting road tests to ensure accurate assessments

EDUCATION HISTORY

Executive Post Graduate Diploma in Management, Business Analytics, June 2015 – Aug 2017

Alliance University

Bachelor Program in Automobile Engineering, Jan 2012 – Jan 2015

National Institute of Business Management & Technology

Diploma in Automotive Mechanics, Feb 1999 – Oct 2001

International Correspondence Schools

National Apprentice Certificate, NCVT, Aug 1992 – Jul 1995

National Council for Vocational Training (ITI)

HOBBIES

Keeping Healthy, Playing (Cricket, Football, Volleyball) Reading