



Kelly Yarde

BMW Group Certified Service Retention Manager at BMW Park Lane

London, UK

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Languages

English (Native)

French (Basic)

German (Basic)

About

I bring over 25 years of customer service and sales experience with a strong focus on driving retention and revenue. Skilled in implementing customer-centric strategies, I thrive in dynamic retail environments ensuring excellent customer satisfaction and operational efficiency.

BRANDS WORKED WITH

BMW Park Lane

Murketts BMW

Cooper Thames Ditton BMW

Barons BMW & MINI

Elms Cambridge

Barons BMW & MINI Cambridge

Experience



● Group Service Retention Manager

BMW Park Lane | Apr 2017 - Now

Working closely with the Aftersales Director and part of the Senior Management Team for our Aftersales Centres (Battersea and Park Royal), leading the Customer Service Retention Team. During my time managing Customer Retention I have seen some significant increases in our Aftersales Centres. For example, achieving a current Retention Rate of 64.64%, an increase of 33.57% since March 2019 (31.07%).

Responsible for implementing various Customer Centric and Retention Strategies to our Aftersales business to boost revenue: New Messaging SMS platform to improve Customer Communication, Customer Self Check-In System, Electronic Health Check System and Process: allowing upsell of reported work and boosting revenue, Service Videos during Workshop Visits (CitNow), Pay Monthly Service Plans (EMac), 0% finance, Effective customer follow up, supporting with customer complaints, monitoring our Voice of the Customer Programme and analysis of our Net Promotor Score (NPS).

Creating robust processes to follow up customer interaction both pre and post appointment to avoid nonattendance of appointments and boost revenue opportunities. I work closely with our Marketing Team and other associated partners creating campaigns to conquest lapsed customers and to increase loyalty. Management of external suppliers and contractors to support the Aftersales Business including a very hands-on approach with our Outsourced Customer Reservations Contact Centre.



● Service Consultant

BMW Park Lane | Jan 2007 - Apr 2017

An opportunity to work for the manufacturer, BMW UK's Aftersales Centre. In 2008 became MINI Aftersales specialist after identifying a weakness with our Customer Service levels for MINI. During my 17 years with Park Lane I have been involved in many areas of the business & worked at both our sites.

● Warranty Specialist

Murketts BMW | Sep 2006 - Dec 2006

● Warranty Supervisor

Cooper Thames Ditton BMW | Nov 2004 - Sep 2006

Thames Ditton, Surrey. Re-location to Surrey.

An opportunity to further develop my supervisory skills, within a new role created for me.

- Supervision and line management of a team of 2 permanent staff
- Responsible for all invoices raised, ensuring accuracy and maximum revenue for the department, processing and obtaining payment for warranty claims.
- Revised and implemented new procedures to ensure debt kept to a minimum.
- Maintaining accurate records of payments received.

- Providing administrative support and correspondence to customers for both the Aftersales & Service Managers.
- Witness staff disciplinary cases when required and provide minutes.
- Provide I.T. training to members of the Service Department.
- Daily administrative tasks, to suit the department needs
- FSA accredited

● **Service Admin Supervisor**

Barons BMW & MINI | Sep 2002 - Nov 2004

Further Internal promotion.

- A member of the management team responsible for overseeing all the administration for the department and 2 members of staff.
- Managing the warranty debt,
- Involvement in QMA (BMW Quality Management Programme)
- Providing administrative support to the Service Manager and running the department in his absence.
- Supporting Service Advisors when required.

● **Service Advisor**

Elms Cambridge | Sep 2001 - Sep 2002

(Internal promotion including addition of a company vehicle to my package)

- Responsible for handling customers on a one-to-one basis and delivering excellent customer service.
- Ensuring completion of customer's vehicles in a timely manner
- 'Front of House' role, highly customer focussed. Working well under pressure and handling customer complaints either on the telephone or in person.

● **Service Administrator**

Barons BMW & MINI Cambridge | Jun 1999 - Sep 2001

Raising all invoices for the department working towards departmental labour

sale targets, processing/tracking warranty claims,

- Assisting with taking bookings & working front of house when required.

Gained excellent knowledge of the Kerridge system and BMW DMS.

Attended various training courses at BMW GB Ltd.

Education & Training

- 2018 - 2019 ● **BMW Training Academy**
BMW Group Certified Manager,
- 1998 - 2000 ● **Anglia Ruskin University**
Bachelor of Arts (BA) Hons,
- 1997 - 1998 ● **Liverpool John Moores University**
Bachelor of Arts (BA),
- 1990 - 1997 ● **Friends School, Saffron Walden**
Gcse's,