



SANDEEP KUMAR

📍 Gurgaon (Delhi NCR)

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SUMMARY

Accomplished and results-driven Group General Manager – Service with over 18 years of progressive experience in the automotive industry, leading after-sales service operations for authorized service centers. Proven track record in enhancing customer satisfaction, driving operational efficiency, and boosting profitability across group-wide service networks.

Expert in developing and implementing service strategies, streamlining workshop operations, and leading large cross-functional teams. Adept at implementing CSI/SSI improvement programs, reducing turnaround time (TAT), and achieving high service retention and repeat business.

Strong leadership in warranty management, technical training, digital transformation, and quality assurance. Skilled in aligning service operations with corporate goals, managing budgets, and maintaining compliance with manufacturer standards.

Recognized for building customer-centric cultures, nurturing talent, and delivering measurable improvements in service revenue, parts sales, and customer loyalty.

EXPERIENCE

Group GM- Service, 03/2025 – Current

Frontier Autoworld Pvt Ltd (VW, Tata , Kia Dealership), Delhi , Gurgaon.

Branch Head Customer Service, 09/2024 – 03/2025

Auto Hanger (India) P Ltd. (Mercedes-Benz Dealership), Mumbai

BRANCH HEAD Customer Service (BP), 01/2016 – 06/2024

T&T Motors Ltd. (Mercedes-Benz Dealership), Gurgaon

SERVICE HEAD, 01/2011 - 12/2015

VOLKSWAGEN GURGAON (Volkswagen Dealership), Gurgaon

BODY & PAINT SHOP ADVISOR, 01/2009 - 12/2010

M/S RING ROAD HONDA (Honda Dealership), Gurgaon

SKILLS

1. Strategic Leadership

- Oversee all service operations across multiple workshops or service centers.
- Set service goals aligned with business objectives (e.g., revenue, CSI, efficiency).
- Develop and implement strategies to improve productivity, turnaround time, and customer satisfaction

2. Operational Management

- Monitor daily operations and ensure SOPs are followed in all workshops.
- Standardize processes across locations to maintain uniform service quality.
- Supervise workshop heads / service managers and ensure KPI targets are met.

3. Customer Satisfaction & Quality Assurance

- Ensure high levels of customer satisfaction (CSI & NPS scores).
- Handle escalated customer complaints and implement corrective measures.
- Monitor vehicle turnaround time, repeat repairs, and job quality.

4. Team Leadership & Training

- Recruit, train, and retain qualified service staff and technicians.
- Conduct regular skill development and OEM-mandated training programs.
- Lead performance reviews, motivation, and career growth plans for staff.

5. Revenue & Cost Management

- Drive service revenue through upselling, AMC, and

- value-added services.
- Monitor labor and parts sales, productivity, and workshop loading.
- Control operational costs and optimize resource utilization.

6. Compliance & OEM Coordination

- Ensure workshops comply with OEM standards, audits, and certifications.
- Coordinate with OEMs on service campaigns, recalls, and warranty claims.
- Maintain proper documentation and reporting per industry and government regulations.

7. Inventory & Parts Management

- Oversee spare parts inventory, procurement, and stock rotation.
- Coordinate with the parts manager to minimize downtime due to unavailability.

8. Technology and Systems

- Implement and monitor the use of DMS (Dealer Management System) and CRM tools.
- Leverage technology for efficiency (job card management, service reminders, etc.).

PERSONAL INFORMATION

- Father's Name: LT. Sh. Randhir Singh
- Date of Birth : 04/18/87
- Marital Status: Married

EDUCATION

- Graduation from VAK college Jhajjar Haryana
 - 3 year Diploma in Mechanical Engineering from Govt. Polytechnic, Jhajjar (H.R.)
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ROLES AND RESPONSIBILITIES

To ensure that the service element of the After Sales team delivers a consistently high quality of work maximizing customer satisfaction.

- Support the GM in developing commercial opportunities through implementing campaigns within specific market sectors, measuring success to identify what works.
- Implement quality controls and voice of the customer feedback systems (including complaint handling) which enable performance to be managed and review regularly to continuously improve standards and consistency of performance.
- Analyze data received re-finance and service levels implement any corrective / improvement processes as required.
- Recruit and select team members in line with organizational requirements.
- Maintain a safe and healthy working environment; ensuring staff comply with Health and Safety requirements.
- Develop, guide direct, motivate and manage the performance of all direct reports in line with the Performance Management System to assist in the realization of their potential and to enhance their knowledge-based skills.
- Maintain standards of performance in the Body shop teams through effective coaching and performance management; ensure a thorough understanding of the service core process.
- Organize and attend regular staff meetings, using them as a basis for the development of consistent standards in quality working and behavior
- Looking payment outstanding of insurance and lease companies.
- Labour rates settlement with insurance co. and improve the revenue.
- PSF / CSS complaint discussion and resolution with S.A. & CRM

TRAINING

- Service Manager training attends by Volkswagen.
- Training attends of Glasurit Paint by BASF.
- Training attends of Audatex (a solera co.)
- Single incidence (RK+Air bags) training attends by Volkswagen.
- Training attends of AXALTA (Standox)
- STRIDE TO LEASERSHIP Training attends by Mercedes-Benz (2021)