
2022 Guidelines on Hyundai Training Certification for Service Advisor



01 Hyundai Training Certification for Service Advisor



6 STEP Customer Care Process

Hyundai Motor Company's official after-sales service customer care process for providing standardized service quality to customers around the world.



Making Appointments



Preparing and Organizing the Execution of Orders



Receiving and Advising Customers



Order Monitoring



Hand-over of the Vehicle After Service Stay

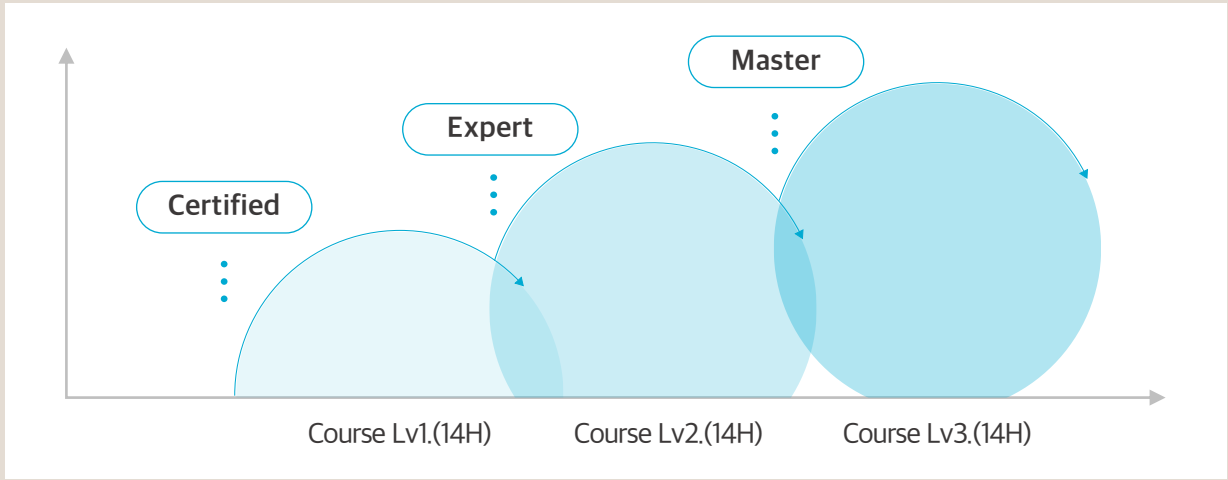


After Service Follow-up

6 Steps	Content
Making Appointments	Propose service to customers and arrange appointment accordingly
Preparing and Organizing the Execution of Orders	Check the preparation for a successful repair order
Receiving and Advising Customers	Identify customer needs and guide customers
Order Monitoring	Monitor the repair process and share with customers
Hand-over of the Vehicle After Service Stay	Inspect the repaired vehicle and hand over to the customer
After Service Follow-up	Acquire a variety of data through customer feedback



Requirement for Certification



	Lv.1 Certified	Lv.2 Expert	Lv.3 Master
Target	Non-Certified	Certified	Expert
Work Experience	1 year	2 year	3 year
Required to pass test	Level 1 assessment	Level 2 assessment	Level 3 assessment
Required to complete course (New HSAP)	Level 1 (14H)	Level 2 (14H)	Level 3 (14H)

Certification Test

It is recommended to have over 1 year work experience of SA for Lv.1, over 2 years for Lv.2, and 3 years or more for Lv.3. Furthermore, It should pass the level test to qualify for each level after completing the New HSAP Course.

A total of 100 questions are prepared for each level, and questions are randomly given in considering 'Easy / Normal / Difficult' levels of difficulty through the questioning pool system.

The test types are multiple-choice, OX selection, etc., and must be achieved at least 70 points scored in total to be passed and certified. After that, the next level of learning can be available.

The test questions are updated yearly, and eight multilingual translations are provided as well as English.

(French, Spanish, Russian, Arabic, Thai, Taiwanese, Indonesian, and Vietnamese)

1.10 Curriculum Structure

Aiming to improve the customer care capabilities of Hyundai's Service Advisors, HQ designed 6 steps of a standard process for customer care, Soft skills, and training courses to strengthen EV capabilities.

Sort	Lv.1 (Certified)	Lv.2 (Expert)	Lv.3 (Master)
No. of Training Module (Training Time)	8 Modules (14 hours)	7 Modules (14 hours)	8 Modules (14 hours)
Course	6 step customer care process	Soft skills_basic	Soft skills_advanced
	The Role of Certified Service Advisor (2H)	Customer Loyalty Strategy (2H)	Background of EV (1H)
	6STEP Customer Care (0.5H)	Customer profiling ① (2H)	Role and Competitiveness of the SA in the EV Era (2H)
	Step 1. Making Appointments (2.5H)	Customer profiling ② (2H)	Management of the EV Customer Experience (3H)
	Step 2. Preparing and Organizing the Execution of Order (1H)	Complaint Management ① (2H)	VoC Management Process (2H)
	Step 3. Receiving and Advising Customers (3H)	Complaint Management ② (2H)	VoC Action Strategies (2H)
	Step 4. Order Monitoring (1.5H)	Customer Retention Strategy (2H)	Analysis and Practice of Excellent Cases: The Power of Details (2H)
	Step 5. Hand-over of the Vehicle After Service Stay (1.5H)	Stress management (2H)	Online Reputation Management (1H)
	Step 6. After Service Follow-up (2H)		Communication with Internal Customers (1H)

1.11 Curriculum Details by Level

Lv.1 (Certified)

No.	course	Hour	Learning Goal	Learning Method
1	The Role of Certified Service Advisor	2	Be able to explain the Role of Service Advisor in detail.	Lecture, Discuss, Case Study
2	6STEP Customer Care	0.5	Understanding the 6 STEP customer care process and explain key elements of each process in detail.	Lecture, Discuss
3	Step 1. Making Appointments	2.5	When making appointments, learner can describe the behaviors of Service Advisor.	Lecture, Word cloud, Case Study
4	Step 2. Preparing and Organizing the Execution of Order	1	Be capable of explain Service Advisor's actions during Order Preparation in detail.	Lecture, Game
5	Step 3. Receiving and Advising Customers	3	Be capable of explain Service Advisor's actions during the stage of Receiving and Advising Customers.	Lecture, Ideation
6	Step 4. Order Monitoring	1.5	Be able to explain in detail the behavior of Service Advisor during Order Monitoring.	Lecture, Case Study
7	Step 5. Hand-over of the Vehicle After Service Stay	1.5	Be able to explain in detail about the Service Advisor's behavior during the Vehicle Hand-over.	Lecture, Word cloud, Case Study
8	Step 6. After Service Follow-up	2	Be able to explain in detail about the Service Advisor's behavior during the After Service Follow-up	Lecture, Discuss

1.11 Curriculum Details by Level

Lv.2 (Expert)

No.	course	Hour	Learning Goal	Learning Method
1	Customer Loyalty Strategy	2	Understand the basic concept of loyal customers and explain how a Service Advisor should act in detail.	Lecture, Discuss
2	Customer profiling ①	2	Be able to explain in detail about the customer profiling by customer types	Lecture, Discuss, Mind Map, Quiz
3	Customer profiling ②	2	Be able to explain in detail about Service Advisor's behavior while treating customers by customer types	Lecture, Action Plan, Case Study
4	Complaint Management ①	2	Be able to explain the role of Service Advisor to manage customer complaints in detail.	Lecture, Game
5	Complaint Management ②	2	Be able to explain in detail about the response of Service Advisor during Complaint Management by Situations.	Lecture, Role-Play, Case Study
6	Customer Retention Strategy	2	Be able to explain in detail about the Service Advisor's behavior for Customer Retention.	Lecture, Discuss, Ideation,
7	Stress management	2	Be able to improve the quality of life of Service Advisors by managing work and daily stress level	Lecture, Self-Check, Practical training,

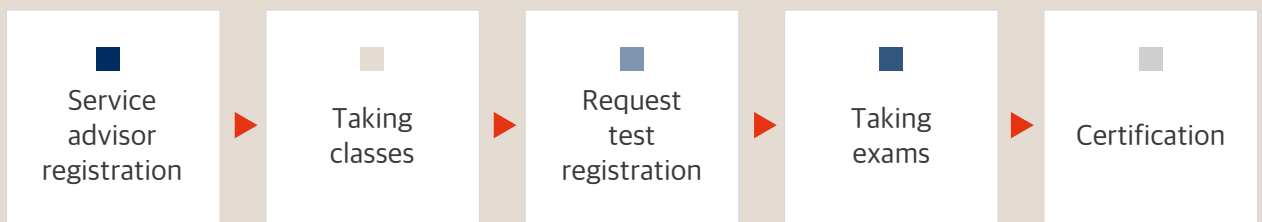
1.11 Curriculum Details by Level

Lv.3 (Master)

No.	course	Hour	Learning Goal	Learning Method
1	Background of EV	1	To find out the characteristics and prospects of EVs and to understand the characteristics of EV users	Lecture, Discuss
2	Role and Competitiveness of the SA in the EV Era	2	To recognize the role of the SA in the process of the paradigm shift to EV and to implement customer response plans using the competitiveness of Hyundai dealerships	Lecture, Self-check, Action plan
3	Management of the EV Customer Experience	3	To be able to use case-by-case advising talk to address customer problems and to improve the EV customer experience	Lecture, Practical training, Writing advising talks, Experience Journey
4	VoC Management Process	2	To understand the importance of VoC management and the role of the SA, and to be able to implement the dealership VoC management process	Lecture, Self-check, Discuss
5	VoC Action Strategies	2	To discover solutions to customer problems by acquiring VoC action strategies and to be able to practice effective customer care conversations	Lecture, Quiz, Game, Role-Play
6	Analysis and Practice of Excellent Cases: The Power of Details	2	To practice SA customer care that gives customers a positive experience by analyzing and learning about excellent customer care cases	Lecture, Case Study, Role-Play
7	Online Reputation Management	1	When SA needs to manage dealership reputation, influx of new customers and loyal customers, they can establish sales strategies using online reputation and implement them.	Lecture, Case Study
8	Communication with Internal Customers	1	SA can play a role in improving customer experiences as a generalist/facilitator/mediator in dealership.	Lecture, Case Study

We have established a systematic process to ensure smooth operation of the certification system. Based on clear R&R for each process, we have improved the completeness of the overall operation.

Operation Process and R&R for Certification System



Description	Actor	Main Contents
Service advisor Registration	Local (Regional HQ/Distributors /Subsidiaries)	<ul style="list-style-type: none"> Encourage Service Advisors to register in the OnlineHTA site Check dealer parameter and manage registration ratio.
Taking classes	Service Advisor	<ul style="list-style-type: none"> Participating in offline convening training
Request test registration	Local (Regional HQ/Distributors /Subsidiaries) HQ (Person in charge)	<ul style="list-style-type: none"> Request the HQ to allow Service Advisors who have completed the convening curriculum to take the test Registering the test for the requested qualified person
Taking exams	Service Advisor	<ul style="list-style-type: none"> Take and pass exams on the OnlineHTA site. (Unlimited number of test applications)
Certification	Local (Regional HQ/Distributors /Subsidiaries)	<ul style="list-style-type: none"> Certification record management, status management by country.

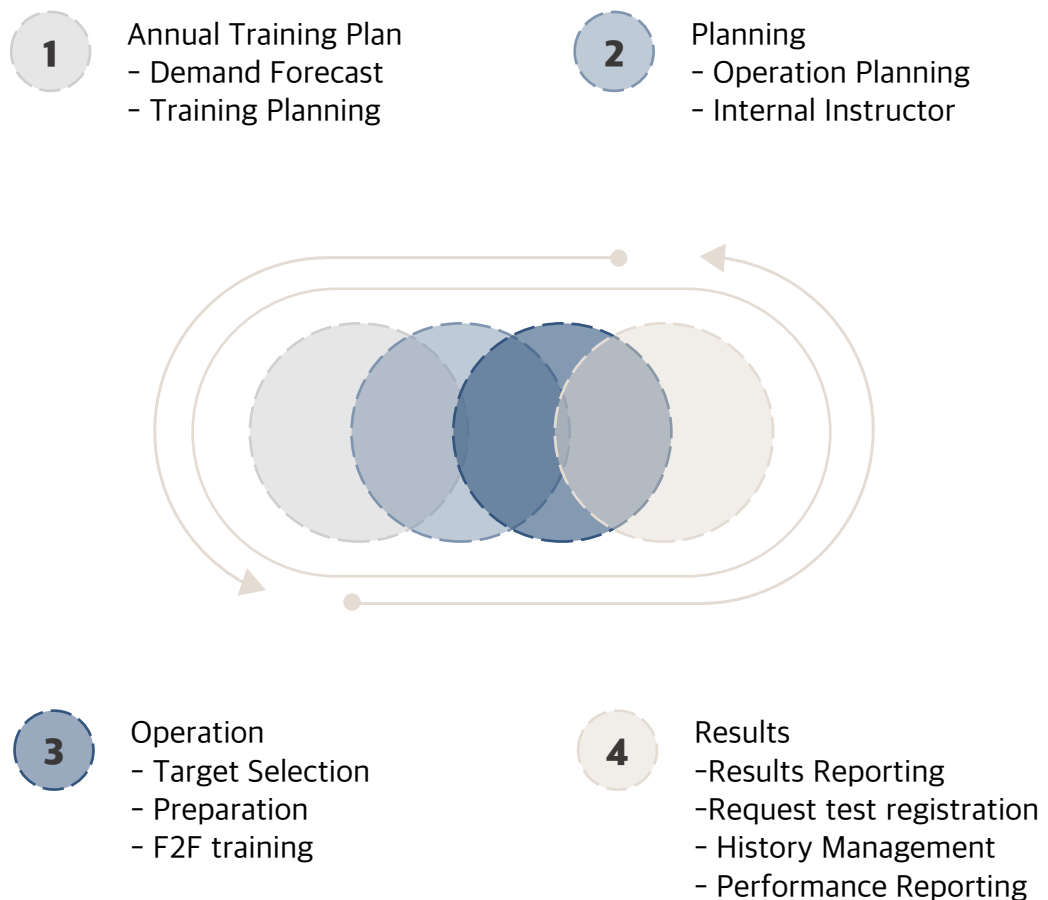
02 Training Operation



Training operation refers to establishing a training plan to implement the SA certification program and train SA by localizing the developed subjects.

Since Training operation performance is connected directly to the training effectiveness, it is necessary to standardize a set of processes and effectively manage them under the support of the HQ.

Operation Process





Annual Training Plan

- Demand Forecast
- Training Planning

Categories	Contents
Demand Forecast	<ul style="list-style-type: none">• Collect training results and data of the previous year (Headcount per career level, Competencies, Evaluation results from the previous year, Qualification status by level, etc.)• Selecting required curriculums and predicting target trainees
Training Planning	<ul style="list-style-type: none">• Schedule, number of Targets, Contents, Manners, Budget• Distribute planned schedule once approved by HQ



Planning

- Establish plans for each course following Annual Plan (Targets, objectives, contents, schedule, budget, etc.)

Categories	Contents
Operation Planning	<ul style="list-style-type: none">• Estimate no. of targets: Consider required competencies, training history, certified level, etc.• Budget: expense planning for an approval
Internal Instructor	<ul style="list-style-type: none">• Role: Localization of training cases and activities, Operating, Managing, Evaluation• Selecting instructors by course and completing TTT (Train The Trainer)



Operation

- Select targets
- Prepare for execution
- Lectures and evaluation

Categories	Contents
Target Selection	<ul style="list-style-type: none">• Define target audience, inform to the relevant departments/dealership, Encouraging participation<ul style="list-style-type: none">-Confirming appropriateness and availability• For courses taken by application, collecting applicants after notice of education curriculum
Preparation	<ul style="list-style-type: none">• Prepare execution in advance<ul style="list-style-type: none">-Course materials, venue and Instructor's schedule
Convening curriculum	<ul style="list-style-type: none">• Check no. of participants, share objectives/contents of the course• Performing offline training• Collect and evaluate training results<ul style="list-style-type: none">- satisfaction, level of understanding, etc.

4

Results

- Report training results
- Request level test registration to the HQ
- Manage training history

Categories	Contents
Results Reporting	<ul style="list-style-type: none"> • Evaluation: Participants Survey, Evaluate Course • Training History: Managing Participants List, notify Result to Participants' Org. • Review: Reflect Improvement, Evaluate Instructor
Request certification test registration	<ul style="list-style-type: none"> • The training manager or instructor notifies the HQ of learner information and requests registration of test so that service advisors who attended and have completed offline trainings can take the level certification test in the online HTA. • (Learner Information: Name, affiliation and organization, learner's online HTA ID, date of training attendance)
History Management	<ul style="list-style-type: none"> • Input Training Result in System, Manage Individual History - Managing Item: Course, Participant's Information, Schedule, Result
Training Performance Reporting	<ul style="list-style-type: none"> • Collect Annual Training Result, Report Performance to HQ Semi-annually - 1st Half (June), 2nd Half (December) - Scope: Including Who Training Course in Curriculum

Certificate printing

SA cannot print their own certificate, and only RHQ, Distributor, and Subsidiary training manager or instructor who can access the online HTA admin site can print the certificate document.

When the SA requests a certificate, if you print an physical certificate and deliver it when visiting a dealership or attending national training, it can be an excellent ceremony to celebrate and recognize the certification acquisition.

2.3 Operation Checklist

Set a timeline for harmonious training operations, and create and utilize a checklist for preparation items.

Section	Step	Detail contents	YES	Remark
Before training	Lecture preparation	Securing the lecture schedule		
		Check and be well-acquainted with the instructor PPT and workbook contents		
		Deciding activity		
	Trainee preparation	Notify to trainees		
		Identify availability of attendance		
		Notify information of location and transportation		
	Preparation of training supplies	Texting for reminding of training attendance		
		Training Introductory Notice (jpg file format)		
		Orientation material (PPT file format)		
		Workbook production		
		Prepare required instructor PPT, workbooks and lecture materials (including online tools)		
		Course information / Timetable (for lecture hall installation)		
Pre-setup for the lecture hall	Prepare course evaluation (satisfaction, learning comprehension evaluation, etc.)			
	Making nameplates or nametag			
	Pen, post-it, whole paper, sellotape, markers, etc.			
	Preparing music for break time			
During training	Lecture setting	Check the suitability of the training place (location, capacity, facilities, etc.)		
		Check equipment operation(laptop computer, pointer, microphone, etc.)		
	Training monitoring	Setting seats by group		
		Check the Internet availability		
After training	Lecture setting	Setting teaching material		
		Check Attendance		
	Training monitoring	Response to unusual issues if any		
		Environmental monitoring (temperature, etc.) and preparing spare educational material		
	Course Satisfaction Survey	Taking photo		
After training	Training Results Report	Conduct a questionnaire or Google Survey		
		Writing within one week of training completion		
	Request certification test	Training material, training result reports, photos, videos, expense handling, etc.		
		Collect Learner Information, and deliver to HQ		
		Certificate delivery		
After training	Certification Issuance Check	Access the online HTA admin site to prepare a physical certificate		
		Manage the status of training completion and passing certification tests		

03 Certiftcation Issuance



4. Certification Achievement

1

Certificate Issuance

• Job Domain All • Certification All

• Organization All • Year All • Certification Level All • Status All

Search Clear

Total 21

Organization	Year	Certification	Certification Level Name	No. of issuance	Status
H-HYUNDAI MOTOR COMPANY	2022	Hyundai Training Certificate for EV Technician	Expert EV Technician	0	Inactive
H-HYUNDAI MOTOR COMPANY	2022	Hyundai Training Certificate for EV Technician	Certified EV Technician	0	Active
H-HYUNDAI MOTOR COMPANY	2022	[Indonesia] Hyundai Training Certificate for Sales Consultant	Master Indonesian Sales Consultant	0	Active
H-HYUNDAI MOTOR COMPANY	2022	[Indonesia] Hyundai Training Certificate for Sales Consultant	Expert Indonesian Sales Consultant	0	Active
H-HYUNDAI MOTOR COMPANY	2022	[Indonesia] Hyundai Training Certificate for Sales Consultant	Certified Indonesian Sales Consultant	0	Active
H-HYUNDAI MOTOR COMPANY	2022	[Middle East] Hyundai Training Certificate for Sales Consultant	Certified Sales Consultant	0	Active

01

To check the issued certificate achievement, go to the [Learning Policy > Certificate Issue] menu.

On the page that appears when you click on this menu, select the certification program you want.

02

You can find it more easily by using the search bar at the top. When you set the job domain to Sales, only the certification scheme for the sales department will be shown. You can also search in more detail by selecting the certification program you want in the certification selection window.

4. Certification Achievement

The screenshot shows a web interface for 'Certification Achievement'. On the left is a navigation menu with items like 'Learning Policy', 'Curriculum', 'Certification System', 'Certificate Template', 'Certificate Issue', 'User/Organization', 'HQ Operation', 'Global Manual', 'Home Page', 'ASP Mgmt.', and 'Remove Menu'. The main area has a summary table with columns: Year (2019), No. of issuance (1181). Below this are four filter sections, each highlighted with a red box and a number: 1. User Type: HMC, RHQ, Distributor, Dealer (all checked). 2. Organization: Check All selected, Check In Detail unselected, with an 'Organization Detail +' button. 3. User Name: 'Enter a user name.', User ID: 'Enter a user id.'. 4. Issuance Period: 'mm/dd/yyyy' - 'mm/dd/yyyy' with calendar icons. Below filters are 'Search' and 'Clear' buttons. A table shows results with columns: Country, Organization, User Type, ID, Name, Job Role, Issued Date, Issue Type. The table has 4 rows of data. At the bottom right of the table are buttons: 'Terminate', 'Print', 'List', and 'Excel Down'.

Country	Organization	User Type	ID	Name	Job Role	Issued Date	Issue Type
Peru	AUTOMOTORES GILDEM EISTER PERU (RAMON FERREYROS)	Dealer	dholguin@gildemeister.pe	Diego Holguin Castro	SA487-Consultant	2022-03-11	User Completion
Colombia	Autounion Calle 127	Dealer	s.sanchez2020@autounionsa.com.co	Liliana Stella Sanchez Cedena	SA487-Consultant	2022-03-08	User Completion
Peru	SUR MOTORS - AREQUIPA (AVIACION)	Dealer	oapaza@surmotors.com.pe	Orfa Milan Apaza	SA487-Consultant	2022-03-05	User Completion

If you click on the certification program you want to check, you will be taken to the above detailed achievement page.

The detailed achievement page shows a list of users who have been issued certificates. You can search only the data you want by using the search bar.

01

User type: You can see filtered results that show only the desired level of users from among HQ / RHQ / Distributor / Dealer.

02

Organization: If you press the Check in Detail button, the Region / Country / Dealer selection window appears. You can search only for specific organizations by selecting conditions

03

User name / User ID: You can search by entering the user's name and email account.

04

Issuance Period: You can search only for users who have been issued certificates for a certain period of time.

4. Certification Achievement

The screenshot shows a user management interface. At the top, there are search filters for 'User Name' and 'User ID', both with 'Enter a user id.' as placeholder text. Below these is an 'Issuance Period' filter with two date pickers set to 'mm/dd/yyyy'. A 'Search' button and a 'Clear' button are positioned to the right of the filters. Below the filters, the text 'Total 1181' is displayed. On the right side of the table, three buttons are highlighted with red boxes and numbered 1, 2, and 3: 'Terminate', 'Print', and 'Excel Down'. The table below has columns for 'Country', 'Organization', 'User Type', 'ID', 'Name', 'Job Role', 'Issued Date', and 'Issue Type'. The first row shows a user from Peru at AUTOMOTORES GILDEMEISTER PERU (RAMON FERREYROS) with the job role SA487-Consultant and issue date 2022-03-11.

<input checked="" type="checkbox"/>	Country	Organization	User Type	ID	Name	Job Role	Issued Date	Issue Type
<input checked="" type="checkbox"/>	Peru	AUTOMOTORES GILDEMEISTER PERU (RAMON FERREYROS)	Dealer	dholguin@gildemester.pe	Diego Holguin Castro	SA487-Consultant	2022-03-11	User Completion
<input checked="" type="checkbox"/>	Colombia	Autounion Calle 127	Dealer	s.sanchez2020@autounionsa.com.co	Liliana Stella Sanchez Cedena	SA487-Consultant	2022-03-08	User Completion
<input checked="" type="checkbox"/>	Peru	SUR MOTORS - AREQUIPA (AVIACION)	Dealer	oapaza@surmotor.com.pe	Orfa Milan Apaza	SA487-Consultant	2022-03-05	User Completion
<input checked="" type="checkbox"/>	Chile	Aventura Motors	Dealer	paguirre@aventuramotors.cl	Paulina Aguirre	SA487-Consultant	2022-03-05	User Completion
<input checked="" type="checkbox"/>	Peru	AUTOMOTORES DE LA AMAZONIA - HUANUCO	Dealer	alexander.hernandez@grinciti.com	alexander hernandez	SA487-Consultant	2022-02-24	User Completion
<input checked="" type="checkbox"/>	Puerto Rico	Hyundai de Rio Grande	Dealer	rmendez@hyundai-deriogrande.com	Ramon Mendez	SA487-Consultant	2022-02-08	User Completion
<input checked="" type="checkbox"/>	Peru	AUTOMOTRIZ INCAMOTORS S.A.C (JULIACA)	Dealer	henry.salazar@mail.incamotors.pe	Henry Salazar Cornejo	SA487-Consultant	2022-02-04	User Completion
<input checked="" type="checkbox"/>	Chile	Curifor Rancagua	Dealer	rgomez@curifor.co	Ximena Gomez	SA487-Consultant	2022-02-02	Career recognition

After you check the users you want from the list of search results,

01

you can revoke their certificates by clicking the Terminate button.

02

If you click the Print button, you can print out the users' certificates for them.
(Learners have no way to print out their certificates.)

03

If you click the Excel Down button, you can download the Excel file containing more detailed information about the users.