

Markquart Motors

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Service Action Plan 2019 BDC Resurrection

Current situation or challenge you want to address (BDC):

We do not have dedicated BDC at our dealership. We are not following up on all BDC opportunities at this time.

Overall Objective & Specific Desired Results:

Commit to adopt new processes and behaviors that are designed to create a positive customer experience while growing our business and hiring dedicated staff to generate service business. A foundation for this commitment is to create a vision that reflect our business strategy as well as the needs of our customers. "Satisfy Customers; Drive Traffic; Increase Profit for Sales, Service and Parts"

Describe your action plan in detail:

- Clarify what we are trying to accomplish so that everyone can be aligned and working toward a common destination goal.
- Identify opportunity
- Meet with our leadership team and create a statement or paragraph that reflects our vision for the BDC.
- Right People/Right Roles
- Define and complete Process Mapping for each Service business opportunity.

Business Development Factors



Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines/Accountability/Monitoring process

A. Who:

- Management
- Service Advisors
- BDC Personnel

B. What:

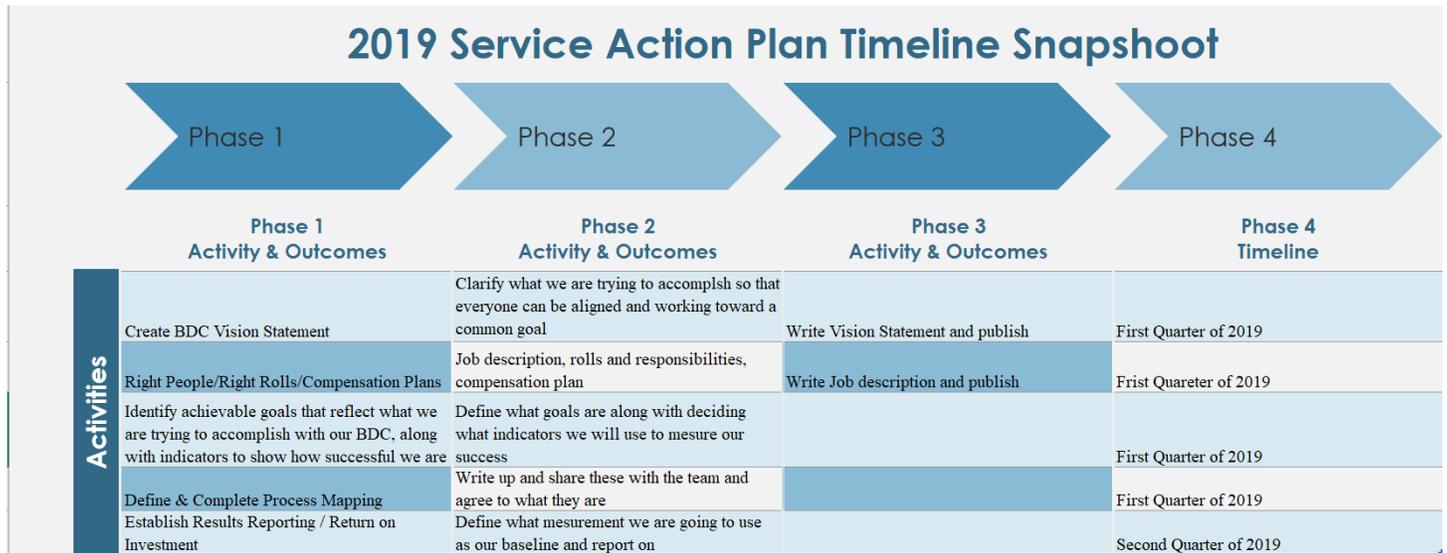
Opportunity: Lack of outbound and inbound activities used to generate service business.

- Not using (Service Sold Opportunity) lists for outbound activity, not making service follow-up calls.
- More efficient handling of inbound calls
- Increase R.O. counts
- Pre-book and manage customers for preventative maintenance
- Improve handling of customer through service drive
- Maximize service-to-sales opportunities
- Develop and establish an award-winning customer experience
- Increase lead volumes without increasing advertising budget
- Maximize conversions of all lead sources: Internet Service Leads, Inbound Calls, Chat and Text Service, Dealer Socket, web leads

C. How:

- Coaching session with BDC Manager, Service Manager & General Manager on how to use SSO tools to generate lists for outbound activities such as: call campaigns, direct mail campaigns or email blitz.
- Establish monthly plan to utilize the above-mentioned activities.
- Establish results reporting for return on investment.
- Identify top performing lead sources so we can identify where we should be putting our advertising dollars and focused efforts on.
- Identify coaching opportunities and create personalized learning plans to provide ongoing skill development. (listen to calls)

Timeline:



BDC Example Pay Plans:

1. Proper Staffing Levels

It is essential the BDC is staffed at an appropriate level. Improper staffing has many consequences in the BDC.

- a. Understaffed BDC
 - i. Phone reps are overwhelmed
 - ii. Proper follow-up cannot be maintained
 - iii. Promotes “cherry picking” of leads
 - iv. Results in consistent high turnover
- b. Overstaffed BDC
 - i. Phone reps cannot make adequate income
 - ii. Inefficient and unprofitable BDC
 - iii. Results in consistent high turnover

2. Staffing “Rule of Thumb”

The average BDR can handle 200-250 “fresh” leads a month. However, this can vary based on the stage of implementation of your BDC.

Inhibitors for your Reps:

- a. Product Knowledge
- b. CRM Utilization
- c. Technique/Script Proficiency

As a general rule, dividing your total lead volume by 200-250 will indicate your BDC’s staffing requirements.

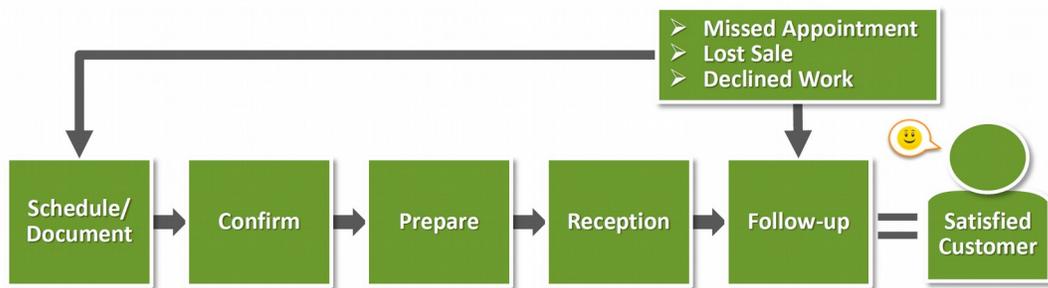
Finding the Right People

It is difficult to find good quality people for any organization, and the BDC isn't any different.

Who should you be looking for?

- Non-automotive people with proven communication skills.
- People who have worked in a call center environment before.
- People who are comfortable being on the telephone for 8 hours a day.
If an applicant is not prepared to be on the telephone all day long and make over 100 outbound calls, they're not the right person for the job.
- People who are comfortable working from a script. We want consistency, not someone who wants to wing it.

Appointment-Driven Culture



Confirmed appointment's show **35%** more