

# Departmental Action Plan Template

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Class & Student Number: **n321 02 & 03**

Academy Week (Var II): 8/7/2017

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

(Homework modules assigned)

We have a very high no show rate of 32%

Overall Objective and Specific Desired Results:

**Increase to a minimum of 60% show ratio**

Describe your action plan in detail (be specific and include before and after measurements)

**BDC Manager has been replaced with one who had an 87% show rate at his previous dealership.**

**All BDC staff will be retrained using proper incoming and outgoing techniques, isolating**

**customer objectives.**

**A salesperson will be assigned before the appointment to make sure vehicle is cleaned, started and ready for presentation**

**BDC Reps have been provided new phone scripts  
And email templates.**

### **Implemented a 9 step BDC Process**

- 1. Answer all phone calls with attention to detail.**
- 2. Answer all emails accurately and set up follow up schedule.**
- 3. Source phone calls to proper dealership, helping in a timely fashion using CRM(Dealer Socket).**
- 4. Follow up daily with newest leads.**
- 5. 7 days worth of customers follow up daily.**
- 6. 5 outgoing calls per hour.**
- 7. Never skip phone calls or emails unless customer requests.**
- 8. Appointments followed up by priority.**
- 9. Last 3 days appointments are followed up before any new calls.**

### **Timeline:**

Describe specific short term and long term checkpoints to monitor progress

**New manger started 9/25/2017 and will implement changes immediately.**

**We believe we can be at 60% show ratio in 60-90 days, with current staff.**

## Meeting with Stakeholders (dealership personnel)

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

- a. Who: New BDC Manager
- b. What: Culture change
- c. By When: Done
- d. How: One on One training with staff

## Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:

**Sponsor is one of the students.**

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