

DIGITAL
DealerTM
WORKSHOPS NORTHEAST

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The Fixed Ops BDC:



Mixing the Mileage



While Maximizing Retention

CallRevu Case Study: Jones Junction BDC

Department	Appointments Set		
	Feb 2015	March 2015	April 2015
Toyota	2,717	2,909	3,174
Chrysler	1,087	1,241	1,329
Nissan	1,695	1,835	2,102
Hyundai	1,491	1,717	1,818
Subaru	865	867	867
Kia	533	576	625
Totals	8,388	9,145	9,915



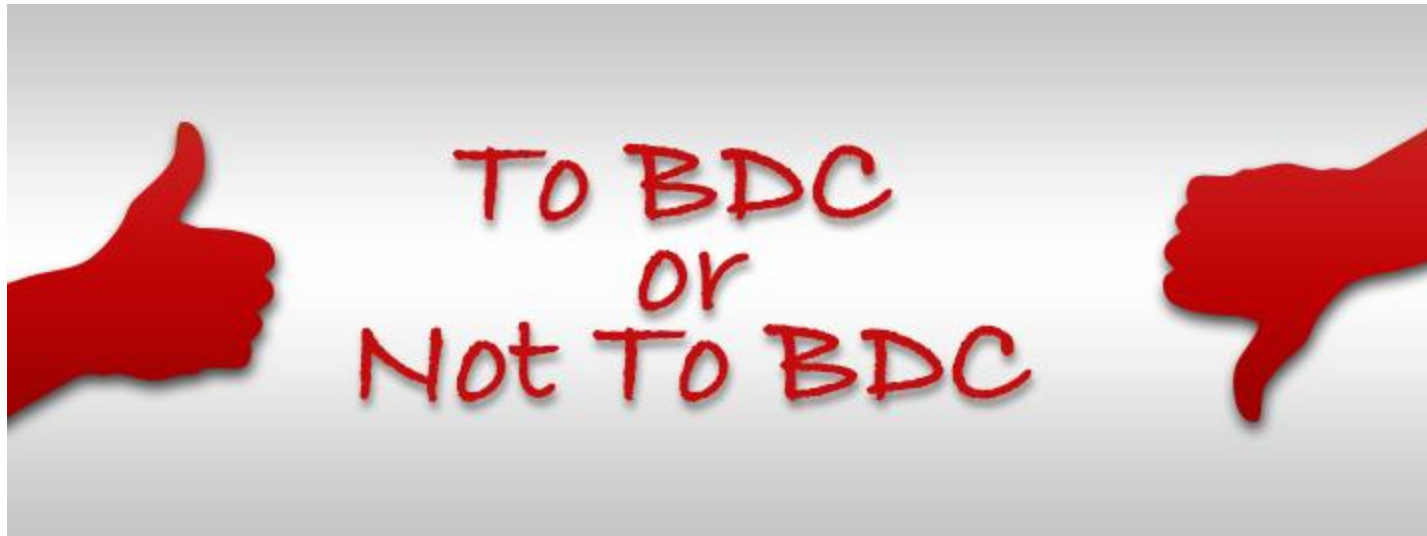
Unprecedented Performance

27,448	Service appointments set
90.8%	Average show rate (Across 6 Service Departments)
11,792	CP ROs totaling \$3,115,898
\$264.24	Average CP RO

- 43% CP RO ratio
- Toyota store had 74% retention rate
- Free oil changes for life
- February, March, & April 2015



Don't Ask "If", Ask "How"



- **How can a BDC help achieve your business goals and fit within your operations and culture?**



Primary Purpose of the BDC

To Generate Business!



Benefits of the Service BDC

- Improved CSI
- Improved scheduling & customer processes
- Increased retention rate
- Increased service profit (more time to sell)
- Better “mix of mileage”
- More CP opportunities
- Higher appointment show ratio
- Simplifies process for scheduling recall remedies
- Captures declined services opportunities



Why Consultants Should Not Book

- Control over the type of work booked (gravy)
- Control over the amount of work booked
- Frees consultants' time to sell services
- Most do not even give status updates or call when parts are in
- Consultants will put off non-gravy work
- Effective scheduling gives time for proper customer handling (greeting, write-up, quality-control, multipoint presentation, delivery)
- Maximizes use of labor inventory



Responsibilities of a Service BDC

- **Work with Service Manager to ensure proper loading of the shop**
- **Book 70-80% of daily shop capacity**
- **Handle all incoming telephone appointments**
- **Ensure customer records are up to date (collect email addresses)**
- **Review service history with each customer / Document concerns in the scheduler**
- **Confirm appointments (improves show rate) (by phone and email reminders)**
- **Follow-up on missed appointments**
- **Book install appointments & make parts availability calls**
- **Schedule recall appointments / Follow-up on declined services**
- **Use telephone scripts / Follow a consistent scheduling process**



Scheduling Process

- Service appointment calls are screened and routed to BDC from reception
- Incoming calls are answered within 2 rings (with a smile & proper greeting)
- Look-up customer by email address!
- Verify customer information (vehicle, address, phone)
- Restate current concern and document properly
- Review vehicle and service history, and recommend Factory Recommended Maintenance
- Review appointment availability
- Review need for shuttle, loaner, pick-up & delivery, drop-off
- Review everything discussed and re-confirm appointment





Have A Weekly Training Plan

- Scheduling Process
- Appointment Types Booking
- Proper Use of Scheduler
- Telephone scripts 

Booking For Retention



- Ensure 1st service appointments are scheduled from sales
- Ensure that 1st appointment is booked 5.5 months from sale date
- Ensure 2 service visits per year from point of sale
- Schedule next-maintenance appointment (5.5 months out)
- Follow-up on missed appointments
- Create service loyalty



Segment Data To Mix Up the Mileage



- 30,000 – 45,000 Miles
- 60,000 – 80,000 Miles
- 100,000 Miles+
- Road Warriors: High mileage, new cars (i.e., 2014-2015 w/60k+)
- Old Cars: 2006-2010 (regardless of mileage)
- Declined services
- Recall lists
- Lost customers (no service 1 year)



Messaging Relevancy Yields Appointments



- Segment data based on in-service time periods
- Assign appointment setter to specific data segment
- Custom telephone scripts for each segment
- Specific offers for each segment
- Email campaign that supports telephone script and offer
- Focus on booking for “safety inspections” and multipoints
- Appointment setters log calls and add notes to each record



Telephone Scripts



Answering An Incoming Telephone Call

Good Morning/Afternoon/Evening!

Thank you for calling [Dealership Name] Appointments, this is [Your Name], how may I help you?

Please spell your email address, so I can look-up your record.



Focus On The Safety Inspection

High Mileage Vehicles

BDC Rep

Hi, this is [Your Name], calling from [Dealership Name]. Is this [customer]?

High Mileage Vehicles

Hi, Mr/Ms. Customer! How are you doing today?

Excellent!

I'm calling about your [year _make _model]... Do you still own this vehicle?

Does Own: Great! Well, the reason for my call today is that our records show that your vehicle does have a good bit of mileage on it – and we have not performed a safety check on it in over 6 months. We just want to make sure all of the safety features on your car are in top condition – since it does have so much mileage on it. The inspection is free and I can get you on the schedule this week, if that works for you.



Customize Your Voice Messages

Voice Message

Hi, this is [BDC rep name], from store] calling regarding your [year_make_model]... Our records show that your vehicle has a good bit of mileage on it and we have not performed a safety check on the car in more than 6 months. Our safety inspections are complimentary, of course. Please give me a call immediately at 123-456-7890 so that we can get this scheduled at a time that is convenient for you. |



Customize Your Offers

Used Cars / High Mileage

BDC Rep	Hi, this is [Your Name], calling from [Dealership Name]. Is this [customer]?
Used Cars / High Mileage	Hi, <u>Mr/Ms.</u> Customer! How are you doing on this beautiful day!? Excellent! I'm calling about your <u>[year..make..model]</u> ... Do you still own this vehicle? <u>Does Own:</u> Great! Well, I'm calling for two reasons today... First, I'm concerned because we have not performed a safety inspection on your vehicle it in over 6 months and it does have a good bit of mileage and it is a bit aged. I'm also calling to offer you a FREE set of Rain-X wiper inserts. Would you be available to get these installed this week?



Confirmations & Missed Appointments

Next Day Appointments

BDC Rep	Hi, this is [Your Name], calling from [Dealership Name] to confirm your appointment for tomorrow [date and time] for your [year and model of car].
Service Appointment Reminder Script	If you have any questions or concerns, please call us at (123) 456-7890. Thank you and have a super day.

Missed Appointment Notification

BDC Rep	Hi, this is [Your Name], calling from [Dealership Name]. I'm following up on the appointment that you had in our service department yesterday so that we can get it rescheduled for you at a more convenient time.
Missed Appointment Notification	Please contact the [Dealership Name] Appointments Department at (123) 456-7890.
	We look forward to hearing from you right away!



Declined Services Script #1

Declined Services Follow-up

BDC Rep

Hi, this is [Your Name], calling from [Dealership Name].

Declined
Services Follow-
up

I wanted to follow-up regarding the services that were recommended for your vehicle during your last service visit. Our goal is to make sure that your vehicle receives the service it needs so that it doesn't lead to more costly repairs and it runs as efficiently as possible with all safety features in top performance.

I can give you a 10% off discount for the declined services.

Does the morning or afternoon work best for you – to bring your vehicle in so we can perform those repairs?

We look forward to seeing you at your appointment and working to ensure your vehicle is well taken care of! Have a super day!



Declined Services Script #2

Declined Service Script #2

BDC Rep	Hi, this is [BDC rep name], I'm calling from the Customer Care Center at [dealership]. May I speak with [customer]?
Lost Customer	<p>Hi, Mr./Ms. Customer! How are you doing today? Excellent!</p> <p>The reason for my call today is to follow-up on your recent service visit. Did you have an excellent experience while you were here?</p> <p>I also see that during your recent visit, you declined a service that was offered to you by the service advisor. Is there a particular reason that you declined the service?</p> <p>I see. I appreciate your feedback and information and will forward your file to the Service Manager directly who will be following up with you shortly.</p>



5.5 Month Booking For Retention

5.5 Month Retention Call Script

BDC Rep	Hi, this is [Your Name], calling from [Dealership Name]. Is this [customer]?
Retention Call	Hi, <u>Mr</u> /Ms. Customer! How are you doing on this beautiful day!?
	Great!
	I'm calling to schedule your semi-annual multi-point inspection.

Why?

- To ensure there are no underlying warranty issues
- To maintain customer communication
- To educate customers
- To check critical safety components
- To prepare customers to budget for future repairs



Conclusion

- **A fixed ops BDC can significantly increase service profit and customer retention**
- **The benefits of having a BDC outweigh the cons**
- **Service consultants will cherry-pick booking opportunities, leading to low retention levels and missed profits**
- **An effective customer handling and scheduling process will lead to increased CSI and profit**
- **Use data segmentation techniques to diversify the mileage mix in the shop**
- **Appointment setters need regular training to continually improve booking process**
- **Customize telephone scripts and email messaging for specific customer segments**
- **Ensure your customers visit your service department at least twice per year**



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