

FIXED OPS - SERVICE BDC

3-Month Program Outline

2 Days per Visit

Implementation

- Management Orientation
- Verify and/or Obtain Initial Benchmark (Service Advisor / Shop Capacity)
- Service Schedule Mapping
- Service Advisor Orientation
- Implement Status Call Back process
- Onsite BDC Assessment
- BDM / BDR evaluations

Launch BDC

- BDC Training
 - BDM – KPI Board, CRM, Campaign Creation
 - BDR – Inbound / Outbound Scripts, Rebuttals, CRM , scheduling guidelines
 - Courtesy Rental/Loaner and Shuttle Expense Strategies
- Inbound Service Calls
- Outbound MR1 Campaigns
- Establish KPI's for first 30 days

Optimization

- Add Internet / Chat Leads
- Continue 1:1 training with BDM / BDR's
 - KPI Board, Campaign Creation, Scripts, Rebuttals
- Outbound MR2, MR3, MR4 Campaigns
- Recalls
- SOP Process
- Revenue Generation through BDC
 - Establish Outbound Call Priority
 - Missed Appointment
 - Web Appointment Confirmation
 - Special Order Parts
 - First Oil Change
 - Maintenance Retention 1
 - Maintenance Retention 2
 - Maintenance Retention 3
 - Maintenance Retention 4
 - Recalls (Separated into separate campaigns by Recall)
 - Declined Services