

# Service BDC

## Chapter 1: About a Service BDC

- Session 1: What is a Service BDC
- Session 2: Goal of a Service BDC
- Session 3: Skills Needed to Work in a Service BDC
- Session 4: Why the Dealership Needs a Service BDC
- Session 5: Why the Service Department Needs a Service BDC

## Chapter 2: Benefits of a Service BDC

- Session 1: Benefits of a Service BDC to the Dealership
- Session 2: Benefits of a Service BDC to the Service Manager
- Session 3: Benefits of a Service BDC to the Service Advisor
- Session 4: Benefits of a Service BDC to the Customer
- Session 5: Enhance Lead Generation
- Session 6: Controlled Timely Customer Follow-Up
- Session 7: Centralized Department

## Chapter 3: Goal of a Service BDC

- Session 1: Increase Appointments
- Session 2: Increase RO Count
- Session 3: Increase Shop Productivity
- Session 4: Increase Profitability
- Session 5: Frees Up Service Advisor Time

## Chapter 4: Why do Customers Shop

- Session 1: To Find a Person They Like
- Session 2: To Find a Company They Want to Do Business With
- Session 3: To Determine if Product or Service is Actually Affordable
- Session 4: To Find a Fair and Reasonable Price

## Chapter 5: Customer Perception

- Session 1: Generic Impression Customer Get When Calling a Service Department
- Session 2: You Can Hear a Smile
- Session 3: Hanging Up and Calling Back
- Session 4: Your Tone Will Associate the Customer with Your Services
- Session 5: What Your Tone Spells
- Session 6: Customer Judges Service Department

## Chapter 6: 6 Things a Service BDC Can Do

- Session 1: Handle Inbound Service Calls
- Session 2: Set Service Appointments
- Session 3: Make Outbound Recall Notification
- Session 4: Make Outbound SOP Part Notifications
- Session 5: Service Reminder Calls
- Session 6: CSI Calls
- Session 7: Call Missed Appointments to Reschedule

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## **Chapter 7: What Makes a Customer Upset When Calling the Dealership Service Department**

- Session 1: No One Answers
- Session 2: Automated Services
- Session 3: Cut Off During Transfer
- Session 4: Extended Hold Times
- Session 5: Starting Conversation Then Being Put On Hold
- Session 6: Talking to Others While on the Phone

## **Chapter 8: Stats and Facts**

- Session 1: Drop Rate of Inbound Phone Calls
- Session 2: Paid Labor
- Session 3: Request for Information
- Session 4: Making Appointments
- Session 5: Service Advisor Diagnosing Problem Over the Phone
- Session 6: Service Advisor Does Not Ask for Appointment
- Session 7: Average Missed Appointments
- Session 8: Average Number of Lost Calls Per Day

## **Chapter 9: The Goal of the Inbound Service Question**

- Session 1: Secure an Appointment
- Session 2: Avoid Pressure
- Session 3: What Makes You Think You Need That?
- Session 4: No Fee Diagnostic
- Session 5: Minor Adjustment
- Session 6: Written Estimate

## **Chapter 10: 4 Steps to Handling an Inbound Phone Call**

- Session 1: Review of 4 Steps
- Session 2: Step 1 - The Meet & Greet
- Session 3: Step 2 - Collect Information
- Session 4: Step 3 - Solicit Appointment
- Session 5: Step 4 - Confirm Appointment
- Session 6: Role Play Scenario #1
- Session 7: Role Play Scenario #2
- Session 8: Role Play Scenario #3

## **Chapter 11: The Follow-Up Call**

- Session 1: What is a Follow Up Call
- Session 2: The Purpose of the Call
- Session 3: Always Ask for Permission (When Calling a Customer)
- Session 4: Handling the Happy Customer
- Session 5: Educate on the Survey
- Session 6: What Customers Say on the Survey (No One Contacted after Visit)
- Session 7: Why Do Customers Complain
- Session 8: How to Handle a Customers Complaint
- Session 9: The Art of Turning Around a Bad Survey

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## Chapter 12: Special Order Parts

- Session 1: What are Special Order Parts
- Session 2: The Goal of the Call
- Session 3: Why is This Call Important (Revenue & Parts)
- Session 4: Reasons Call Needs Handled with Care
- Session 5: Reasons for Quick Check with Advisor Before Call

## Chapter 13: Recalls

- Session 1: The Impact of Recalls
- Session 2: What is a Vehicle Safety Recall
- Session 3: The Importance to the Customer
- Session 4: The Importance to the Service Department
- Session 5: The Goal of the Call
- Session 6: Be Informed
- Session 7: When to Schedule Recall Visits

## Chapter 14: Lost Service Customers

- Session 1: Contacting the Lost Customer
- Session 2: The Reason for This Call
- Session 3: The Importance of Customer Retention
- Session 4: The Importance to Service
- Session 5: The Importance to Sales
- Session 6: Logical Reasons Customers Do Not Return
- Session 7: The Unhappy Customer
- Session 8: Be Prepared to Resolve Any Complaint

## Chapter 15: Scripts

- Session 1: Appointment
- Session 2: What is Your Hourly Rate
- Session 3: Check Engine Light Comes On
- Session 4: How Much for a Brake Job
- Session 5: My Car Vibrates at High Speeds
- Session 6: How Much for New Tires
- Session 7: Call to Lost Customer
- Session 8: Call for Special Order Part
- Session 9: Call for a Recall