

## SERVICE BDC

### 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