VOLIE + GERALD

GERALD SUBARU SERVICE BDC TRANSFORMATION WITH VOLIE

How Subaru of Naperville & Subaru of North Aurora Revamped Customer Engagement and Service Retention

Gerald Auto Group, a leading automotive dealership group with 14 rooftops

Before implementing a dedicated service BDC, Subaru of Naperville and Subaru of North Aurora relied on service advisors to handle customer outreach. Using paper lists and desk phones made it difficult to track performance, maintain consistency, and optimize customer engagement.

Even after establishing a basic BDC, key challenges remained:

CHALLENGES BEFORE VOLIE

- **No accurate tracking** of drop rates or call volumes.
- **Inconsistent** customer communication across multiple service brands.
- **Difficulty measuring** agent productivity and effectiveness.
- **Limited visibility** into service retention campaign success.

HIGHLIGHTS

30% **Appointment Conversion**

Appt Conversion for Contacts on FMC & Starlink Customers

5.08% DROP RATE

- **Faster Customer Outreach**
- **Drop Rate Reduction**
- **Optimized Call Management**

Vicki Quaranta | *Service BDC Director*

"With Volie, what sets us apart is how quickly *and* efficiently we manage connected vehicles."

Scan *to view more testimonials*

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THE SOLUTION: IMPLEMENTING VOLIE

After two years of operating a basic BDC, Gerald Subaru adopted Volie, an advanced BDC software designed for the automotive industry. The impact was immediate:

Advanced Metrics & Reporting: Full visibility into drop rates, call volumes, and agent performance.

Real-time Campaign Adjustments: Optimized resource allocation across both Subaru stores.

Call Recording & Coaching: With recorded calls, managers could provide targeted coaching, improving agent performance and customer interactions.

OEM Integration & Compliance: Seamless integration with Subaru Starlink ensuring fast and compliant outreach.

RESULTS & IMPACT

Since implementing Volie, Subaru of Naperville and Subaru of North Aurora have achieved:

Drop Rate Reduction: Maintaining an industry-leading **5.08% drop rate**, improving customer connectivity.

Optimized Call Management: Monitoring call lengths and leveraging recordings for agent training.

Faster Customer Outreach

Contacting **Subaru Starlink customers faster** than their in-vehicle alerts.

#1 Gerald Subaru stores previously achieved the **#1 spot in their region for key service retention metrics and consistently rank among the top**, demonstrating strong performance and a commitment to excellence in customer engagement.

A WINNING STRATEGY

Both agents and leadership quickly embraced Volie, recognizing its power to improve efficiency, enhance customer service, and drive measurable success. By leveraging automation, analytics, and OEM integrations, Gerald Subaru has gained a competitive edge in service BDC operations.

Measurable Metrics: Clear insights eliminate guesswork.

Enhanced Efficiency: Automation enables faster, more effective customer outreach.

Stronger Customer Engagement: Improved response times and service retention.

Scalability: Built for multi-rooftop, multi-brand dealer groups.

Ready to elevate your service BDC? Gerald Subaru's success proves that with the right tools, BDC transformation is possible.

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learn more online VOLIE.COM