VOLIE + TOYOTA | SUBARU
TOYOTA & SUBARU of ANN ARBOR

TOYOTA AND SUBARU OF ANN ARBOR REVS UP BDC PERFORMANCE WITH VOLIE

"It was tough to keep the flow going," Keryn explained. "You'd ask, 'Who spoke to this customer last?' and no one knew. It was just chaos."

Before implementing Volie, the BDC team at Subaru and Toyota of Ann Arbor operated in what BDC Director Keryn Flanery calls the "dinosaur age" of manual workflows. **Agents were juggling:**

CHALLENGES BEFORE VOLIE

- **Tedious** Excel sheets
- Desk phones with **no call tracking**
- **Disjointed** communication history
- **No visibility** into call outcomes or team performance

THE RESULTS

Calls Per Day Doubled!

From **70-80** To **160-165**

"Some days, they even go beyond 165," Keryn shared.

Drop Rate Down!

From **12.56%** To **2.5%**

With the average industry benchmark higher than that, Keryn's team has consistently maintained a 2.5% drop rate.

Keryn Flanary | *BDC Sales & Service Manager, Subaru & Toyota of Ann Arbor*

"Every process is integrated into Volie," Keryn said. "It pushes everything, tracks everything, and the agents can see where they stand in real time."

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THE SOLUTION: UNIFIED BDC WORKFLOWS

Keryn implemented Volie from day one for both the Toyota and Subaru stores, integrating the service and sales departments into one centralized BDC platform. Key Volie features adopted:

- **Real-time dashboard** visibility for agents
- **Live call monitoring** and listen-in capabilities
- **Built-in scripting** for consistent communication
- **Integration of OEM-specific lead processes** *(Toyota TIS & Subaru Starlink)*
- **Queue visibility** on TVs in the BDC room
- **Chat tools** for internal coordination

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MORE RESULTS & IMPACT

In addition to the doubled call volume and reduced drop rate, Volie also:

Streamlined Lead Management: Volie helped Toyota and Subaru of Ann Arbor create a repeatable, efficient process for OEM programs like Subaru Starlink and Toyota TIS leads.

Better Communication With Customers: With call and contact history available immediately, agents can personalize their conversations and quickly reference previous interactions—something that was nearly impossible in the past.

THE CULTURE SHIFT

Volie didn't just improve productivity—it transformed the department's culture. Agents can see their progress, hold each other accountable, and support one another. Even the leadership team noticed the difference.

"In the beginning, I was nervous to give up my spreadsheets," Keryn admitted. "But our GM encouraged me to give it time—and I'm so glad I did. It's grown us, and that performance shift changed our culture, too."

FEEDBACK FROM THE FIELD

Keryn and her team at Subaru of Ann Arbor aren't just seeing results internally—OEM representatives have taken notice too. With customized workflows for Subaru Starlink notifications built directly into Volie, agents can respond quickly and consistently without switching between systems or dashboards.

"We just do it—and we do it well," Keryn said proudly. "Volie has helped us elevate our process to the point that our OEM recognizes it. That's huge."

Subaru of Ann Arbor's success story is a testament to how the right BDC software can radically improve efficiency, performance, and team morale. With Volie, they've turned a once-fragmented operation into a high-performing, cohesive unit that not only hits the numbers—but raises the bar.

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