BDC SUCCESS STORY

VOLIE | COOPER AUTO GROUP TRUSTED SINCE 1946

"Even though it's next door and I hear them all day, I didn't grasp who was doing what or how successful they were. Now, I can see that one agent has a 10% conversion rate while another has 1%. **I can quickly identify issues, listen to calls, and improve productivity within minutes.** It's made me a better manager, aware of their struggles and proactive in providing solutions. This clarity has significantly improved my coaching and mentoring."

Kim Grubb | *9 Store Centralized BDC Ford, Lincoln, Chevy, BMW, MINI*

THE RESULTS

3X *more outbound appointments after Volie*

68% *increase in outbound calls*

1/3 of the day *in time [Kim] saves*

Scan to view more testimonials

sales@volie.com | 239-201-4944

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DETAILS OF THE CASE STUDY

Optimizing Outbound Appointment Scheduling at Joe Cooper Auto Group

The Challenge

Kim Grubb, Director of Communications and Customer Experience at Joe Cooper Auto Group, initially approached the integration of Volie with caution in October 2022. With a well-established system facilitating an impressive average of 250 monthly appointments, Kim was uncertain about the potential benefits of adopting Volie... Joe Cooper Auto Group prided itself on its efficient appointment scheduling system, which had been consistently delivering results. Kim and her team were understandably hesitant to disrupt a process that seemed to be working effectively.

The Solution

After implementing Volie, the results spoke for themselves. Within a year, Kim's team had **tripled their monthly outbound appointments** to an average of 750, all achieved without the need to increase their staffing levels. Volie has eliminated a lot of the manual work printing lists and that allows managers to spend time doing things that can really impact the business. This significant improvement allowed Kim the freedom to allocate more time to dealership visits and focus on enhancing customer service initiatives.

The Outcome

The integration of Volie not only streamlined the appointment scheduling process but also provided Kim and her team with the **capacity to scale operations effectively**. By leveraging Volie's capabilities, Joe Cooper Auto Group not only increased productivity but also elevated their customer service standards. They had a **68% increase year over year in outbound calls** while also having 9% more inbound calls with fewer agents. After implementing Volie, Kim gets a third of her day back, allowing her to focus on other areas of the business.

Kim Grubb's experience underscores the transformative impact of adopting innovative solutions like Volie, demonstrating how embracing technology can propel operational efficiency and customer satisfaction to new heights within the competitive automotive market.