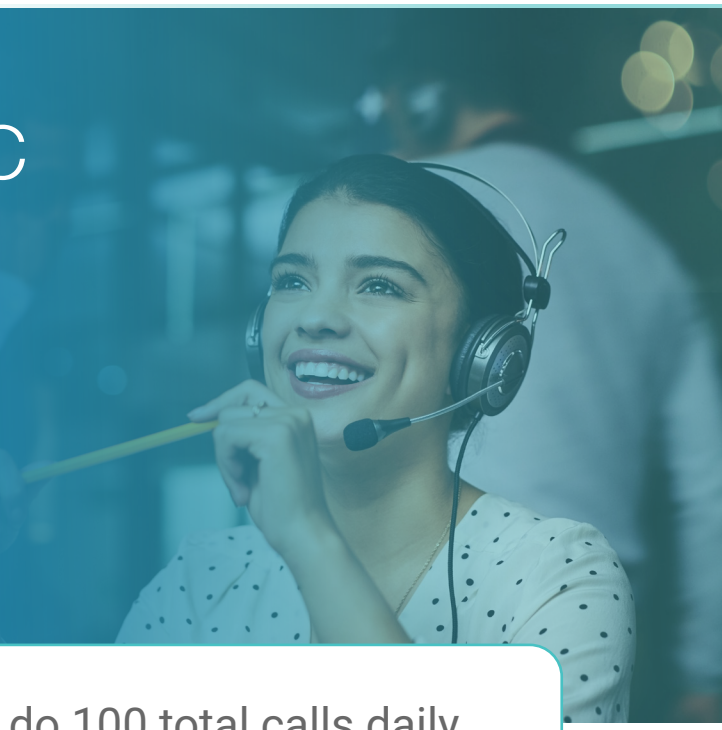
VOLIE + ED MORSE AUTOMOTIVE GROUP

OPTIMIZING BDC OPERATIONS AT ED MORSE



650% *Increase in outbound attempts per week*

"Before Volie, our agents would do 100 total calls daily, including inbound calls. We still take inbound calls and make over 200 outbound attempts per agent daily with Volie."

Jen Holley | *BDC Manager Ed Morse Auto Group*

THE RESULTS

14,500 **Outbound Attempts Per Week!**

Before Volie, outbound attempts per week were 2,000; after Volie, outbound attempts averaged 14,500.

34% **Outbound Contact Rate**

They convert 30% of the customers they speak with to appointments on outbound campaigns.

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THE DETAILS

Ed Morse's Business Development Center (BDC) was initially split across two locations, with 16 agents handling both inbound and outbound calls. Multiple desk phones per station and reliance on spreadsheets for tracking further complicated the situation.

The Challenge

The presence of several phone systems across locations led to confusion, with some desks having multiple phones and difficulties managing call volumes efficiently. Spreadsheets made tracking and analyzing call metrics cumbersome, and the centralized BDC, serving 10 stores with various schedulers, faced inconsistent processes and operational inefficiencies.

The Solution

To address these challenges, the BDC consolidated operations into a single, centralized system using Volie. The implementation began with a phased rollout to 13 stores and has since expanded to 29 with plans to add 10 more **without needing to add any additional staff.** Scheduling processes were also integrated to streamline operations. Agents were trained to handle both inbound and outbound calls effectively, optimizing their roles despite a reduced number.

The Outcome

The new system significantly increased call volume. Real-time tracking and analytics improved call metrics monitoring. The centralized solution and agent training enhanced flexibility and efficiency across all stores, reducing call drop rates and improving overall operational performance.

Transitioning from a fragmented, spreadsheet-based system to a centralized, technologically advanced solution substantially improved call management and tracking accuracy. Integrating Volie's technology and streamlined processes allowed the BDC to manage higher call volumes and deliver better service efficiently, resulting in enhanced overall performance.

"We are scheduling more appointments with Volie than we ever did with other call management platforms."

Richard Danahy | *Executive Director of Fixed Operations Ed Morse Auto Group*