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HOW VOLIE BDC SOFTWARE TRANSFORMED OPERATIONS

at Ford Country and Gaudin Ford

"Volie provides a comprehensive solution that allows us to manage our BDC operations better and meet the increasing demands from our manufacturer. The software's scalability has transformed our BDC from a basic operation to a top-notch, modern system."

Wesley Greg | *General Manager*

This case study illustrates the practical benefits of using Volie BDC software to enhance dealership operations, improve customer satisfaction, and meet manufacturer requirements.

Ford Country and Gaudin Ford, two prominent dealerships in Southern Nevada, sought to improve their Business Development Center (BDC) operations and customer satisfaction scores. Under the leadership of General Manager Wesley Greg and BDC Manager Tom Murphy, the dealerships partnered with Volie, a leading BDC software provider, to gain greater visibility and efficiency in their operations.

41.67%

Improvement in speed of answer!

Average inbound speed of answer 12 secs to 7 secs

55.4%

Improvement in Drop Rate

Drop rate year-over-year: 20.29% to 9.05%

20.56%

Increase in Appt. Sets

Appointments set 968 to 1,167

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The Challenges

Lack of Visibility: Ford Country and Gaudin Ford needed a better understanding of call volumes, appointment scheduling, and other key BDC metrics to optimize staffing levels and improve efficiency.

Meeting OEM Requirements: Ford and other manufacturers require dealerships to meet specific metrics related to customer service, including CSI (Customer Satisfaction Index) and NPS (Net Promoter Score) scores. Ford Country and Gaudin Ford needed a solution to help them meet these increasing demands.

Managing New Service Models: As manufacturers transition towards remote pickup and service delivery models, the dealerships require a robust system to manage this change effectively.

The Solutions With Volie

Enhanced Visibility through Reporting Dashboards: Volie's reporting dashboard provided the dealerships with critical metrics, including detailed call insights into call volumes and call flows. This data helped the team manage staffing more effectively, determining when to increase or reduce staff levels based on call patterns.

Improved Customer Experience and Satisfaction: Volie's software allowed for better management of customer interactions, helping improve CSI and NPS scores. Volie enabled the dealerships to provide a streamlined customer experience, from initial contact to service delivery.

Seamless Integration with Remote Services: Volie facilitated the transition to remote pickup and delivery services by ensuring the dealerships could effectively manage and schedule these services. This was critical for meeting Ford's evolving requirements for remote and mobile services, directly impacting the dealership's financial performance.

The Results With Volie

Improved Efficiency and Performance: The dealerships achieved better call volumes and staffing management, resulting in more efficient operations. The ability to monitor and analyze real-time data allowed them to quickly address gaps, such as missed calls, and ensure customers felt attended to.

Increased Customer Satisfaction: The streamlined management of customer interactions and enhanced training through recorded calls led to higher customer satisfaction. Agents could listen to their recorded calls, identify areas for improvement, and receive coaching, which led to a better customer experience.

Successful Adaptation to New Service Requirements: By integrating Volie's software with Ford's connected vehicle services, the dealerships could manage remote services effectively, meeting Ford's growing requirements for mobile service delivery and contributing to the dealerships' long-term success.

By implementing Volie BDC software, Ford Country and Gaudin Ford improved visibility, enhanced customer satisfaction, and effectively adapted to new service requirements. Volie's solution provided the tools necessary for the dealerships to optimize their BDC operations, meet OEM standards, and achieve long-term success.

"The onboarding process with Volie was seamless. They sat with each team member and taught them the system, making managing our call volume and staffing levels much easier. Volie's tools have significantly improved our daily operations and our ability to serve our customers effectively."

Tom Murphy | *BDC Manager*