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THE NIELLO COMPANY SUCCESSFULLY LAUNCHES A CENTRALIZED SERVICE BDC WITH VOLIE

The Niello Company, a legacy auto group in Sacramento with 10 rooftops and a body shop, represents top luxury brands. To improve efficiency and customer experience, they centralized their service BDC to manage appointments and inbound calls better.

Before the centralized BDC, each store managed service calls separately through:

CHALLENGES BEFORE VOLIE

- **Long hold times** and excessive voicemail messages.
- **Disjointed** customer experiences across stores.
- **Struggles** with managing inbound and outbound calls effectively.
- **Lack of clear tracking and reporting** on call performance.

HIGHLIGHTS

100% Answer Rate

40 Appointments *per* Agent *per* Day

43.12% Appt. to Contact Conversion

55.87% Call Contact Rate

88.72% Appt. Conversion on Inbound Calls

Niello's shift to a centralized service BDC with Volie improved customer service, boosted appointment conversions, and streamlined operations—now a key part of their fixed ops strategy.

Tully Williams | *Fixed Ops Director, The Niello Company*

[Advice on others getting started in centralizing their BDC]

"I would have started faster, I was scared to death... We could not do it without the Volie software."

Scan *to view more testimonials*

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As Niello grew, some stores struggled, causing missed service revenue. **A scalable, unified communication solution was needed.**

THE SOLUTION: IMPLEMENTING VOLIE

In early 2024, Niello launched its service BDC, starting with one store and gradually expanding across all rooftops. The implementation followed a structured approach:

Selecting the Right Leadership: Niello appointed Karl Figenshu, a high-performing service advisor, to lead the BDC. His experience in fixed operations provided a strong foundation for the team's success.

Initial Pilot at BMW Store: The company began with its highest call-volume store, a BMW dealership, using spreadsheets and manual processes to gauge initial effectiveness before transitioning to a more robust solution.

Gradual Expansion: Niello expanded the BDC to all stores over six months, hiring additional team members from within the company to maintain familiarity with brand-specific needs.

Implementation of Volie: After seeing early success, Niello adopted Volie's centralized BDC software to improve call tracking, streamline workflows, and enhance reporting capabilities. *Volie provided:*

Scalability: Allowed for the gradual onboarding of additional stores without overwhelming staff.

Efficiency: Replaced outdated manual tracking methods with automated call logging and reporting.

Increased Contact Rate: Calls were answered more consistently, reducing the reliance on voicemails.

Transparency & Performance Metrics: Provided real-time visibility into call volumes, answer rates, and appointment conversion.

THE RESULTS & IMPACT

The implementation of Volie led to transformational improvements across Niello's service operations:

Inbound Call Answer Rate: Nearly 100%, ensuring customers reached a live agent instead of leaving voicemails.

Outbound Call Success Rate: 40–50% answer rate, leading to a 40–50% appointment booking rate.

Increased Appointment Show Rate: Reduction in no-shows due to proactive reminders and follow-ups.

Enhanced Team Performance: Clear performance tracking allowed BDC agents to meet and exceed appointment goals, averaging 40 appointments per agent per day.

Store Integration & Communication: Regular in-person visits by the BDC manager to each dealership ensured alignment with store-specific processes and expectations.

Improved After-Hours Call Handling: The BDC now manages overflow and after-hours calls, significantly reducing lost customer opportunities.

Volie streamlined operations, enabling better tracking, higher efficiency, and improved customer experience.

With all stores now operating within Volie, The Niello Company continues to refine its BDC processes, ensuring consistent, high-quality service experiences across all of its luxury brands.

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learn more online VOLIE.COM