VOLIE + TOYOTA OF RUNNEMEDE

VOLIE TRANSFORMED RUNNEMEDE TOYOTA'S BDC EFFICIENCY & PROFITABILITY

Runnemede Toyota, a leading dealership in the Northeast, had a strong inbound service operation but **lacked an effective outbound strategy**. When Service BDC Manager Shane Storey joined in October, the dealership was ready to take its customer engagement to the next level. Partnering with ***Volie gave them the tools, data, and structure*** to create measurable improvements in performance, efficiency, and profitability.

THE RESULTS

World-Class Inbound Performance

2.9% — **Inbound drop rate***
(well below the industry benchmark of 6%)

100% — **Call-back rate***
on missed calls, ensuring no customer is left behind.

Outbound Success Highlights

200+ — **Calls per day**
Agents scaled from 100–130 calls/day to 200+ calls/day with Volie's pacing and reporting.

59 — **Outbound appts.**
Scheduled in August 2025, compared to almost none before Volie.

"Credit to Volie for helping us achieve our goals so far."
Shane Storey | *Service BDC Manager*

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CHALLENGES BEFORE VOLIE

No outbound process: The team was handling inbound calls only, missing growth opportunities in recalls, loyalty engagement, and service campaigns.

Limited data utilization: Call patterns and customer insights weren't being fully leveraged.

Need for scalable team performance: BDC agents were inbound-focused and not accustomed to structured outbound work plans.

MORE OUTBOUND RESULTS

Agents scaled from 100–130 calls/day to 200+ calls/day with Volie's pacing and reporting.

30% answer rate on outbound campaigns, reflecting strong list targeting and customer engagement.

59 outbound appointments scheduled in August alone, compared to almost none before implementing Volie.

40% of outbound appointments came from call-backs - demonstrating the effectiveness of detailed voicemails and persistence.

BUSINESS IMPACT

Significant growth in **RO counts** and **CP revenue**, contributing directly to the dealership's profitability.

Achieving Toyota **Loyalty Engagement (TLE) metrics** and expanding recall campaign success.

Motivated agents benefiting from **performance-based pay plans**, reflected in higher earnings, boosted morale, and improved retention.

IMPLEMENTING VOLIE

Shane and his leadership team introduced Volie as the foundation for building a modern, data-driven service BDC:

Outbound campaigns launched in phases to ease the team into new workflows.

Data-driven scheduling using Volie's heat reports to staff appropriately and minimize dropped calls.

Coaching + incentive plans aligned with Volie's performance insights to motivate agents.

Instant voicemails and structured scripts improved contact rates and customer experience.

KEY TAKEAWAYS

Data + Process = Efficiency: Volie's reporting and insights empowered Runnemede Toyota to staff smarter and reduce missed opportunities.

Outbound unlocked new revenue streams: What began as an inbound-only BDC is now a balanced, growth-focused operation.

Employee engagement drives results: Incentives tied to Volie's performance metrics helped create a culture of accountability and success.

Runnemede Toyota's BDC has become a model of profitability and efficiency with Volie at the center of its operations. From reducing dropped calls to generating hundreds of outbound opportunities each month, the dealership has proven that the right technology, paired with strong leadership, can transform a BDC.

As Shane summarized:

"We wouldn't be achieving these results without Volie. It's helped our team fire on all cylinders."

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