

HOW CAVENDER AUTO GROUP INCREASED OUTBOUND CONVERSION FROM 4.5% TO 39% WITH VOLIE

At Cavender Auto Group, the fixed operations BDC relied on spreadsheets and disconnected systems, delivering modest results but **never reaching its full potential**. When Fixed Operations BDC Manager Rob Grant joined, he quickly identified low outbound volume, fragmented reporting, and manual processes as barriers to growth. **Everything changed when Cavender adopted Volie. The results were immediate and measurable:** agents doubled and tripled daily call volume, outbound conversion rates jumped from 4.5% to nearly 40%, and the BDC evolved from a cost center into a true profit driver. This is how Cavender transformed its service BDC into one of the industry's top-performing teams.

KEY WINS WITH VOLIE

34.5–39%

Increase in outbound conversion rate from 4.5%

150–200

Calls comfortably per day per agent

70+

Appointments in a single day for individual agents

Profit Center

Mindset shift instead of a “cost center” in the eyes of leadership



Before Volie: Manual, Fragmented, & Capped Growth

Pulling performance numbers meant stitching together reports from multiple systems. Tracking issues or diagnosing problems was slow and manual. Managing outbound lists in spreadsheets created:

- **Constant friction for agents**
- **Data quality issues** (“people that don’t really use spreadsheets well”)

- **A ceiling on productivity**

At best, the team hovered around 1–1.2 calls per inbound/outbound ratio, and outbound conversion sat around 4.5%.

Rob and leadership knew there were efficiencies they weren’t hitting, but they lacked the tools to break through that plateau.

Implementation: From Nervous to “We Were Rocking” by Day Two

Rob was honest: he was nervous about the launch. But Volie’s onboarding process, quickly put the team at ease:

- **Live launch sessions where agents could jump in and out as needed**
- **Pre-launch expectation setting so agents knew 150–200 calls per day would soon be the norm**
- **Hands-on support - staying on through Days 1–3 and checking in afterward**

When Cavender later rolled in their flagship store, which had previously maintained its own internal BDC, the transition was almost seamless.

“By the end of day two, I would say everybody was getting pretty comfortable with the system... Day four we were good. We were rocking... The uptick in volume, I don’t think really anybody felt it. It just rolled in so easily.”

Agent Adoption: From Skepticism to “Nobody Wants to Go Back”

Rob’s biggest initial concern wasn’t the technology. It was change management. He worried that agents would feel overwhelmed at the idea of 150–200 calls a day. Instead:

- **After the first week, agents overwhelmingly said, “Yes, it’s much better.”**
- **The biggest difference they cited: ease of use.**

Instead of manually dialing from spreadsheets, Volie now:

- **Feeds them the next call—inbound or outbound**

- **Keeps them moving through campaigns and stores**
- **Helps them stay sharp and focused**

Rob also noticed a major shift in work tempo:

- **The BDC runs 7–4, 8–5, and 9–6 shifts**
- **Before Volie, the last hour of the day was often coasting**
- **Now, agents are still on calls at 6:10, 6:15, just wrapping up their final conversations**

Performance Breakthroughs: Volume and Conversion

Once the team was comfortable with the system, Cavender focused on pacing and performance.

Call Volume:

- **Old world: 65 calls per day was considered a strong day**
- **New world:**
 - *First target: 100–120 calls per day*
 - *Then 150 as the next step*
 - *Long-term goal: 200 calls per agent per day in 2026*

After a team meeting where Rob laid out the 150–200 call vision, something clicked.

On a recent high-volume day, the BDC handled more than 400 inbound calls and over 1,200 outbound calls across the team. One agent made over 200 calls and booked more than 70 appointments in a single day.

Conversion Rate:

The impact on conversion has been dramatic:

- **Before Volie (outbound): ~4.5%**
- **After Volie:**
 - *Hit 30% outbound conversion quickly*
 - *Last month finished at 34.5%*
 - *Current month pacing at 39%*

This shift has materially changed how the BDC is viewed within the organization:

“Before, we were basically a cost to the company... Now we’re a profit center. Now we’re driving business to the stores.”

Goals for Next Year: Quality, Knowledge, and Fewer Transfers

With volume and conversion now strong, Rob's focus for 2026 is:

1. Solidifying High Volume

- Make 150–200 calls per day per agent the norm

2. Elevating Call Quality

- Raise professionalism and engagement on every call
- Emphasize “power words” like absolutely and certainly instead of just “okay”

- Draw inspiration from other high-performing Volie customers who “almost sing their greeting”

3. Deepening Product Knowledge

- Equip agents to handle more operational and product questions confidently
- Reduce unnecessary transfers back to the store
- Cut down status-check calls by improving communication and processes

What Rob Would Say To Another BDC Manager

Asked what he'd share with someone in his position considering Volie, Rob doesn't hesitate:

“If you are not hitting 150 calls per day per agent and they're not closing 30%, then there's no question - you should invest in Volie.”

For Cavender, Volie has delivered:

- Massive efficiency gains
- 8x+ improvement in outbound conversion
- Happier, more productive agents
- And a BDC that now drives revenue instead of just absorbing cost



“We knew that we could get more outbounds in than we were getting, but we were just struggling... Managing the list was very manual. It was spreadsheets... At best maybe we were hitting one outbound and one inbound at times.”

Rob Grant | Fixed Operations BDC Manager, Cavender Auto Group

Cavender Auto Group's transformation shows what happens when strong leadership meets the right technology. By replacing manual processes with Volie's automated workflows, real-time visibility, and call intelligence, the team unlocked performance once thought unreachable. With outbound conversions near 40%, agents making 150–200 calls daily, and rising store traffic, the BDC has become a strategic growth engine. *Cavender's journey is proof that with Volie, high-performing BDCs aren't the exception, they're the new standard.*

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