

# Optimized BDCs Result in More Effective Customer Communication to Capitalize on Every Lead



*"Regardless of whether a dealership chooses to use a training company like Proactive Dealer Solutions, the takeaway is that the BDC should be viewed as a profit center, the engine that drives the dealership. There are some best practices that our dealership took away immediately that every dealer can begin to implement immediately - such as getting every customer logged to feed outbound calling efforts, being prepared with the right message when making phone calls, and giving the customer a reason to visit your dealership."*

*~Frank Zambito  
General Manager  
Basil Ford*



## Client Goals

Basil Ford is a dealership that has been serving the Western New York community for over 65 years. Basil Ford is passionate about delivering on their brand promise, *"Simple Courtesy is Not Out of Date"* and providing a car buying experience that is easy, fast, and transparent for customers.

When they wanted to increase the productivity and effectiveness of their Business Development Center, they turned to Proactive Dealer Solutions to implement enhanced processes and upskill BDC Representatives with consulting and training services..



## Implementation Strategy

For a BDC to make more outbound calls they need more customers to contact. So, to feed the funnel, Proactive Dealer Solutions created "back to basics" processes for Basil Ford to improve areas such as, CRM system utilization, consistent employee accountability, and more contacts being logged and captured for outbound follow up.

Proactive Dealer Solutions approached the program for Basil Ford holistically to not only address improvements within the Business Development Center, but to enhance the overall strategy for customer communication. ***As important as it is to make outbound follow up calls to customers, interacting with customers at the right time, with the right message, and in the right way, is critical.***

Communication guides were created by Proactive Dealer Solutions with a focus on creating excitement and building value in visiting the dealership. Because successful communication with customers takes more than a guide or a script, Proactive Dealer Solution also incorporated actionable best practices for outbound calling along with offering training that used practical application scenarios and role plays. This approach helped employees improve their communication tactics and ultimately helped them motivate customers to take action.

# Optimized BDCs Result in More Effective Customer Communications to Capitalize on Every Lead



## Dealership Results

In today's high-tech landscape, a meaningful high-touch approach to customer communication delivers the best results. Overall, optimizing the Business Development Center resulted in more calling activity, quality customer communications, and ultimately more cars sold.

Here's an a snapshot of the impact Proactive Dealer Solutions had on Basil Ford's BDC when reviewing a year-to-year comparison:



**74%**  
**INCREASE**  
in showroom ups



**27%**  
**INCREASE**  
in appointments set



**32%**  
**INCREASE**  
in outbound calls



**28%**  
**INCREASE**  
in appointment shows



## More Units Sold

\$70,200: Gross Profit

\$6,000: Monthly Training Cost

**\$64,200: Net Profit**