

# DRIVING OEM INITIATIVES WHILE ENHANCING CX

A Virtual Business Development Solution Drives Parts And Service Excellence (PASE) Success for General Motors Dealers

## CLIENT GOALS



A large Chevrolet dealership in the heart of Indianapolis wanted to ensure they were achieving objectives for General Motors PASE initiative, while also fulfilling their brand promise - a value added customer guarantee that provides confidence in the brand and their dealership. Dedication to the customer experience, coupled with a strong desire to reach PASE goals, made a partnership with Proactive Dealer Solutions a natural fit.

***“General Motors shares our vision for delivering an outstanding customer experience, we are thrilled to support the PASE program and drive positive results for GM dealers”***

*~Lawson Owen*

*Managing Partner*

*Proactive Dealer Solutions*

## THE CHALLENGE



After discovering errors in the Service Smarts Online tool, it became apparent that the application mistakes were precluding the BDC team from contacting and appointing new leads with accuracy and consistency.

In addition, the infrastructure surrounding the dealership was experiencing extended construction, creating limited access to the dealership which posed a challenge for customers visiting the dealership.

## THE SOLUTION



In order to achieve PASE targets and make more quality contacts with customers, Proactive Dealer Solutions provided their Virtual Business Development Center for the dealership. Utilizing customer- focused, dedicated, and highly-trained automotive specialists to manage outbound customer communications enabled Proactive to positively represent the dealership while re-engaging prospects and existing customers.

The errors discovered during the needs analysis phase by Proactive resulted in a systematic data clean-up to improve accuracy and customer contact and appointment rates for new leads. Inconsistencies in service and poor mobility around the dealership inspired the Virtual Business Development team at Proactive to create innovative offers and incentives to win back trust and motivate customers to visit the dealership.

The outbound best practices and phone skills handling playbooks that Proactive provided during the campaign upstart, along with the BDC optimization processes that the dealership team learned from Proactive's hands-on approach, has enabled them to bring the campaign back in house while still maintaining PASE objectives.



**Improved reputation for service levels provided and an increase of customer trust in the dealership**



**PASE objectives were reached within 90 days by Proactive's Virtual Business Development Center team**



**PASE objectives continue to be maintained due to the support, tools, resources, and best practices provided**