



How Bush Auto Place Drives More Traffic Through Customer Retention

Increase Profit and Efficiency with Virtual Business Development Services

"Working with Proactive Dealer Solutions' Virtual BDC for Service has made a significant difference to our business. Their team works with me on the customers and campaigns that I want to target and tailors it to my monthly budget so that I can bring in the kind of appointments I need.

*We have seen a **13% increase in maintenance retention and an ROI of 85% on dollars spent** which has been pretty remarkable! I can completely trust Proactive to represent my company professionally as the experience they provide to our customers is always positive, its as if they are an extension of my service staff."*



Client Goals



Bush Auto Place in Wilmington, Ohio is a full line General Motors dealer who needed to increase the profit and efficiency of their service department. As a lower volume dealership with limited resources, they couldn't perform enough recall outreach or consistently follow-up on OnStar leads to the level that they wanted.

Despite the service department's time and capacity constraints, the leadership team was committed to maximizing every customer opportunity. Understanding that more resources equal more outbound calls made, Bush turned to Proactive Dealer Solutions Virtual BDC for Service to outsource the campaigns.



Implementation Strategy

Proactive executed the campaigns utilizing customer- focused, dedicated, and highly-trained automotive specialists who managed outbound customer communications and positively represented Bush's brand.

Communication guides were created for the team making the calls, with a focus on the campaign goals along with the importance of demonstrating empathy towards customers, as recalls can be sensitive and at times, an emotional subject.



Campaign Results

Overall, the virtual business development center set 328 appointments, generating a total of \$39,518 in revenue over the course of 6-months. After subtracting the dealership's program investment of \$4,900, they realized \$34,618 in additional revenue from the campaign, a 700% ROI.



APPOINTMENTS SET



ADDITIONAL REVENUE



CAMPAIGN ROI