



# Next Generation Service BDC Achieves Unprecedented Performance



**JONES  
JUNCTION**



## The Situation

When it comes to developing business, which is the primary function of a BDC, Karla Guleserian and her team of BDC agents raise the bar and achieve record performance. The past 90 day results speak for themselves:

|          |   |
|----------|---|
| 27,448   | Service appointments set                            |
| 90.8%    | Average show rate<br>(Across 6 Service Departments) |
| 11,792   | CP ROs totaling \$3,115,898                         |
| \$264.24 | Average CP RO                                       |

With service retention rates as high as 74%, the Jones Junction Service Departments continually buzz with a steady stream of customers and vehicles; targeted based upon service intervals, vehicle year, mileage, and customer driving patterns. Training, data mining, and metrics continually propel the department forward, striving to break its own records month over month.



Rob Stevenson, Toyota Service Lane Manager, takes complete ownership of customer service.



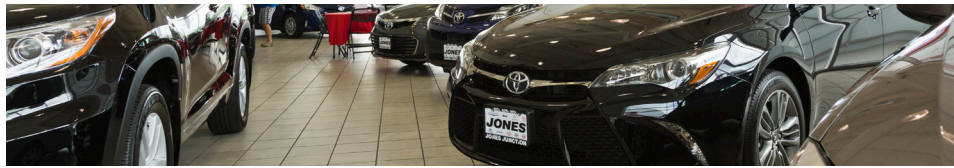


# The Strategy

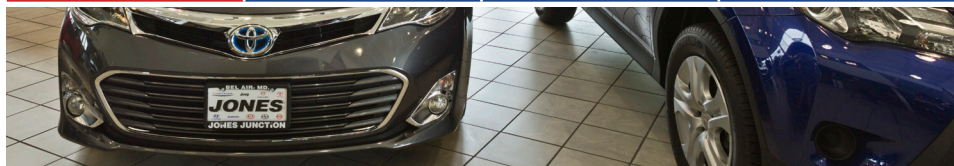
The telephone and email communication are at the heart of the Jones Junction Service BDC. Extensive phone skills training, call monitoring, and reporting are practiced daily. Every call and appointment is governed by specific processes that are continually refined for incremental improvement. CallRevu enables Karla to monitor every telephone call that comes into the dealership and to capture what might otherwise be lost opportunities.

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Every day begins with the numbers. Using xTime, Karla analyzes customer data (daily) and segments it into specific categories. These data segments are then assigned to individual BDC agents to ensure the appropriate vehicle mix in the appointment count, while focusing on customer retention. Call tasks are generated with phone scripts for each data segment targeted. BDC agents' call quality and performances are managed on the spot, with Karla's desk fixed in the middle of her team.



| Department    | Appointments Set |              |              |
|---------------|------------------|--------------|--------------|
|               | Feb 2015         | March 2015   | April 2015   |
| Toyota        | 2,717            | 2,909        | 3,174        |
| Chrysler      | 1,087            | 1,241        | 1,329        |
| Nissan        | 1,695            | 1,835        | 2,102        |
| Hyundai       | 1,491            | 1,717        | 1,818        |
| Subaru        | 865              | 867          | 867          |
| Kia           | 533              | 576          | 625          |
| <b>Totals</b> | <b>8,388</b>     | <b>9,145</b> | <b>9,915</b> |



Steve Smeltzer, President, with Karla Guleserian, MSEC, Jones Auto Group, Bel Air, MD.

# Continuous Improvement

The Jones Junction BDC Department has experienced steady growth since Karla began managing it two years ago. Working with the dealer principal, Steve Smeltzer, Karla is planning to take it to an even higher level of performance. "You must get better every day," she says.

Training, technology, processes, and people are the keys to high performing service BDC's. Over the next few months, Jones Junction will implement state-

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of-the-art telephone equipment and advanced call center software. CallRevu is on specific assignment to consult with Mr. Smeltzer and Karla, and to assist them in designing a strategy to capture lost opportunities and to ensure that the BDC Department employs the very best BDC agents.

## About The BDC Director, Karla Guleserian, MSEC

Karla earned a Master's in Electronic Commerce and a Bachelor's with a double major in Technology & Management and Communications Studies from the University of Maryland University College with the highest honors. She has worked in the automotive industry for the past 10 years as the eCommerce Director for two large automotive groups, as well as her current position as the BDC Director of Fixed Ops & Sales for Jones Junction.

Karla's previous career in the IT space, gave her the opportunity to be involved with a number of innovative technology solutions, such as: a wireless web services platform for the paratransit industry, an electronic medical records with voice recognition solution, a protocol management application for web-based pharmaceutical clinical trials, a B2B integration platform, and online lead generation systems.

