

1. Assess your dealership's needs

- Evaluate current service department performance
- Identify areas for improvement
- Determine if a Service BDC aligns with dealership goals and objectives

2. Define roles and responsibilities

- Outline functions and tasks of the Service BDC
 - Appointment scheduling
 - Customer follow-up
 - Communication
- Create detailed job descriptions for BDC Manager and Consultants

3. Establish key performance indicators (KPIs)

- Identify metrics to measure Service BDC success
 - Call conversion rates
 - Appointment show rates
 - Customer satisfaction scores
 - Revenue per repair order

4. Invest in the right tools and technology

- Equip Service BDC with essential tools
 - Comprehensive CRM system
 - Integrated phone system
 - Dealership management system (DMS)
- Streamline processes and enable data-driven decision-making

5. Develop standardized processes

- Create well-documented, step-by-step procedures for handling various customer scenarios
 - Appointment scheduling
 - Follow-ups
 - Issue escalation
- Ensure consistency and efficiency



6. Hire and train the right people

- Recruit individuals with strong communication skills and a customer-centric mindset
- Provide comprehensive training on dealership services, tools, processes, and customer service best practices

7. Foster a culture of continuous improvement

- Encourage Service BDC team to share ideas, best practices, and lessons learned
- Regularly review processes, seek feedback from customers and employees
- Make data-driven decisions to optimize performance

8. Integrate with your service department

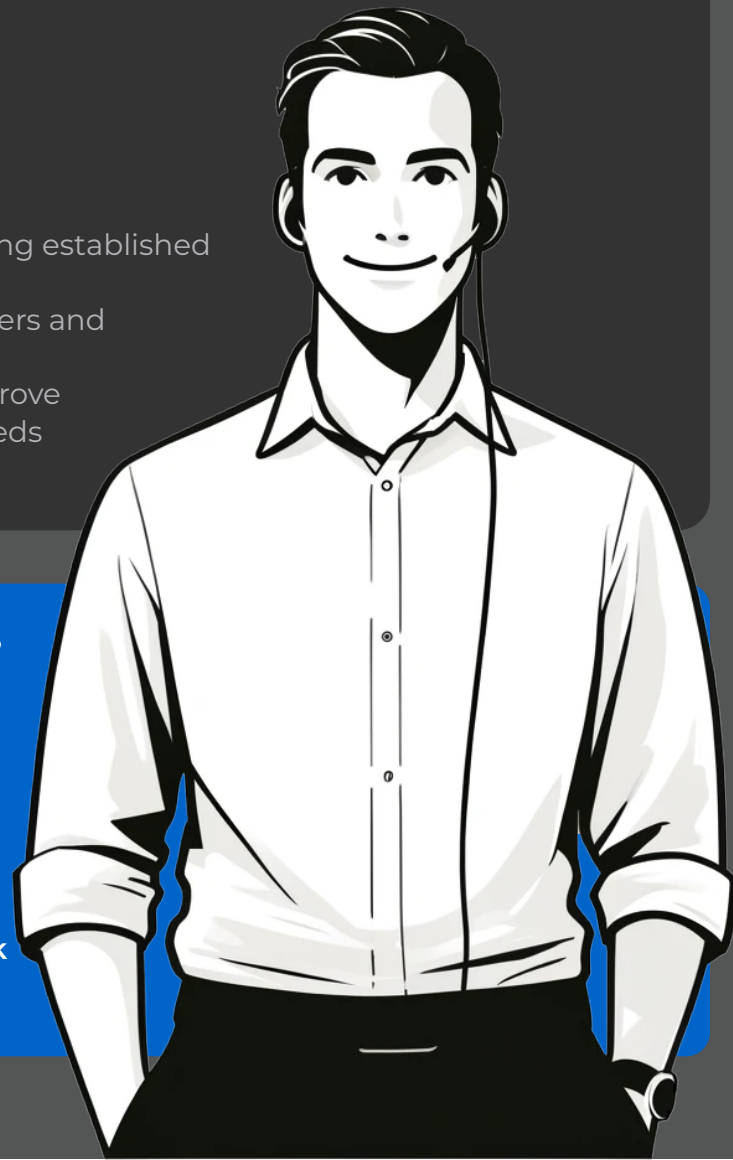
- Ensure seamless communication and collaboration between Service BDC and service department
- Establish clear lines of communication and define escalation procedures
- Involve Service Manager in BDC's operations

9. Launch a pilot program

- Run a pilot program before fully implementing the Service BDC
 - Test processes
 - Gather feedback
 - Make necessary adjustments
- Refine approach and ensure a smoother rollout

10. Continuously monitor and adapt

- Regularly review Service BDC's performance using established KPIs
- Analyze data and gather feedback from customers and employees
- Make data-driven decisions to continuously improve operations and adapt to changing customer needs and industry trends



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