



DGA Auto's

# BDC DIAG

## COVID-19 IMPACT

**MORE CALLS FOR SERVICE DEPARTMENTS  
HERE'S HOW TO CAPITALIZE...**

**"YOU ARE IN THE DRIVER'S SEAT. MAKE THE NEW LANDSCAPE ONE THAT IS  
BETTER FOR YOUR BOTTOM LINE."**



# COVID-19

Whats next for the automotive industry?

## More Calls for Service Departments

*Here's How to Handle & Capitalize*

There has never been a more important time for leaders to innovate in response to their markets. Flexibility and the ability to pivot quickly will be in very high demand.

COVID-19 has turned into *survival of the fittest* for the auto industry. Dealers are closing their doors or spending top dollar to stay open and serve a smaller customer base.

***Now that dealers are opening their doors and customers are returning, what's next?***

DGA's market analysts are busy assessing the who, what, where, and when of the puzzle.

They've identified two major trends, depending on how hard hit your region has been affected by the virus.

### **Important factors for consideration:**

We are entering into peak season for dealerships.

***In June, July and August dealers reliably see a 30 percent increase in call volume...*** but what is going to happen this year?

Our analysts predict that ***most regions are going to experience a delayed but stronger peak*** this summer.

Customers are going to be gun-shy about getting vehicle services in June. This means pent-up demand that will drive sales. As a result, ***there will be an opportunity to make up for lost ground in July and August.***

Customer behavior will change. For instance, the "walk-in express customers who we're used to seeing every summer will start calling ahead instead - which may mean easier scheduling but it will increase the number of calls you are getting significantly.



LESS WALK-INS

MORE PHONE CALLS

***Express service customer calls will skyrocket, increasing as much as 30 percent throughout the COVID-19 crisis***

***Let's quickly review the 3 main points that will increase your call volume***

1. Public closures will extend through parts of June and will complete in July. July and August call volume will include customers that didn't get their cars services in March, April, May, and June.
2. July and August are vacation season and the busiest months of the year. That won't change this year.
3. Express customers will want to know the process for bringing their car in. They will assume a call is necessary for disaffecting and social distancing purposes. Most of your express customers will call ahead rather than walk-in for their appointment.

***Get ready... You can make a difference!***



You know how important it is to know your customer base. Right now, you can pretty much count on them being stressed, anxious, and feeling out of control in the face of the COVID-19 era.

Your express service customer service representatives have a real opportunity in the next several months to secure a loyal customer base.

From the small things, like a quickly answered phone call, to bigger things like clear communication and trust-worthy service, *customers will remember their personal interactions during this time.* And reward the good ones.



### ***Where you are will impact your response***

Regions that are still greatly affected such as the greater New York City area are going to experience a much different reality.

The return to normalcy is likely to be plagued by employees remaining on sick leave and unemployment. *BDC staff will be in high demand in these areas for a few reasons:*

- Real estate is precious in New York and other cities, making it very difficult to maintain social distancing (for employees and customers) in your BDC departments.
- One characteristic of COVID-19 is lingering symptoms.
- BDC employees may fall into the category of those experiencing a benefit from the virus-driven expansion of unemployment.

The post-COVID-19 landscape will be different, changing the way we all interact with our workforce and our customers. You have the power to make it. The time to begin preparing is - NOW.

**You are in the driver's seat. Make the new landscape one that is better for your bottom line.**

**How can dealers rise to the challenges - even capitalize - on the altered landscape?**

**Putting the human into your human resources!**

Create a safe work from home program for your BDC staff. Dealers will need to leverage various technologies and emulate the automotive's leading Virtual BDC vendors. Work from home requires:

- automated management techniques
- KPI reporting
- extensive call monitoring for background noise
- cloud-based software that connects your employees to your DMS



## VIRTUAL TRAINING AND RECRUITING

### Recruiting

Have your BDC manager leverage zoom meetings for interviewing and hiring.

That's what we've done, and the change is likely to become a permanent part of our protocol. Benefits include:

- Cutting down on no-shows; in recent years one in ten applicants don't cancel or show up for their scheduled interview
- Allowing for social distancing
- Increasing overall efficiency and saving dollars

### Training

People learn best at their own pace, and that becomes clear once you make a shift to online learning. The tools are there to make it easier than it sounds.

**Leverage Learning Management Software (LMS) to convert your training program to a partially automated virtual training.**

Once completed, you'll see that you can reduce training time by fully 85 percent when you automate classroom style courses and testing. Live training can be utilized to discuss more complex scenarios.

If this is done correctly, you'll probably discover that you want to maintain the LMS style of training even when the COVID crisis is over and you've moved on to a new normal for on-boarding new employees.



## **Infrastructure: Take advantage of the latest innovations**

### **Phone Systems**

By now, I hope your dealer is already using a cloud-based phone system to enable a smooth transition to work from home. Examples of cloud-based phone systems include:

#### **Five-9 & Genesys**

#### **Both vendors include:**

Interactive Voice Response (IVR)

Dialing Technologies

Script Building

Call Recording

Quality Management, and

Workforce Management

### **Important Protocols for Virtual Customer Service**

Enable call forwarding to your agents' home.

Create an *auto attendant* or train your operator to filter all incoming calls.

Service customers will need to be presented upfront with an option for new service appointments or status checks on repairs.

Have the service appointments forward to your BDC group using a first available setting.



# YOUR MOVE

**We have many more tips to help your dealer transition from a brick and mortar BDC to a Virtual BDC**

**You'll need to consider, for instance:**

where to store your dealers' policies,  
measuring Key Performance Indicators (KPIs), and  
how to keep dogs from barking (or worse!) in the background.

***These are confusing times***

If all of this change feels overwhelming, you aren't alone. We're here for you. In fact, feel free to reach out to me directly on LinkedIn or my website. I'd love to hear from you, and will offer you advice where I can.

As Dr. Fauci frequently says, the virus makes the timetable.

We can work with that uncertainty with our eyes wide open, proactively and in a smart way, or shrug and let it happen to us. I, myself, prefer to be in the driver's seat. Join me! I look forward to hearing from you!

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