



DGA Auto's

BDC DIAG

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"Preview Dialing"

*using technology to create time for humans to
be human without disrupting my bottom line*



Preview Dialer - Increasing agent efficiency

What Is Preview Dialing?

An automatic telephone dialing system that dials and contacts from a list of numbers. A contact is an email, text, or phone call. The preview dialer presents the agent with the information about the prospect or customer to be called and requires a response either to make the call or not make the call.

This E-book is to show dealerships how to make improvements to their outbound BDC process. Preview dialing coupled with a CRM will prompt faster outbound calling to internet leads, improve dialing strategies, and streamline the contact cycle for each lead. Dealers can expect their BDR's (Business Development Representatives) to double their DPH (dials per hour) and reduce their staffing cost by 40% or more. Additionally, dealers control the contact cycle rather than having BDR's choose the customers to call and not call.



Running the Numbers

Let's say you've got a staff of 3 on the phones who prioritize incoming appointment calls. When they have some extra time, they might "sell" service recommendations by making a few targeted calls. Your team of 3 costs you roughly \$150,000 if you factor in all related staffing expenses.

This doesn't include the time spent to train, supervise, and evaluate those three employees. For the purpose of this exercise, let's estimate that cost at another \$25,000.

Cutting this slice of your overhead by 10 percent would save you \$17,500. Cutting it by 40 percent, simply by adding preview dialing to your toolbox, saves you \$70,000, and that \$175,000 operating cost drops to \$105,000.

Are you interested in preview dialing yet???



Boost Profit Without Increasing Staff

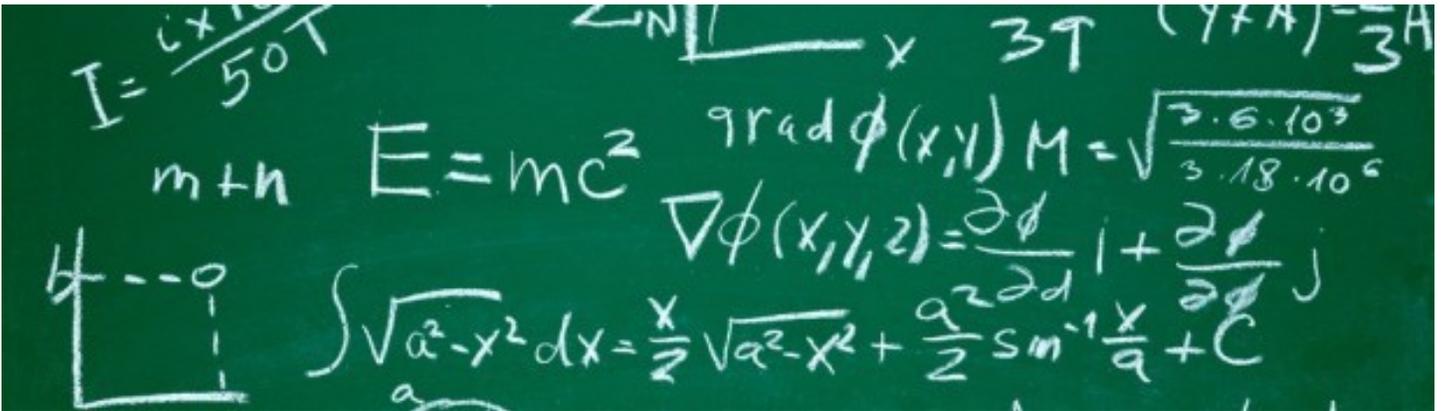
Let's switch gears and talk about the income side for a moment.

Pushing outbound service sales requires a process, even if no one in your shop has ever written their own process down. It starts slowly, with a stroll through a database or a printed spreadsheet to identify prospects.

That means that the baseline for this equation in your shop probably varies greatly month to month. It will vary depending on your agents' ability to consistently:

- ▶ *focus*
- ▶ *identify prospects*
- ▶ *evaluate priorities*
- ▶ *make the call, and recommend follow-up*

The variation of individual agents' ability to do this in a specific amount of time is all over the map, and relies on the quality of your data. *That is a topic we will explore in greater depth next month.*



Stick To The Math

For our purpose today, and to keep the math simple, let's call your service sales average \$25,000 a month. Over the course of a year, that equals \$300,000.

If you can increase that number by 30 percent, simply by introducing the process of preview dialing, we're talking \$390,000 - or a bottom line increase of \$90,000 in a single year.

Normally an increase of that kind means an increase in staffing. We are, after all, in numbers game. But remember, we've solved that problem up front by introducing preview dialing -- the increased efficiency *already saved us 40 percent in staffing*.

Let's see what happens when we add our staffing savings to our increased sales.

a) You've saved \$70,000 in staffing, going from a BDC expense budget of \$175,000 to \$105,000.

b) You've added \$90,000 to your service sales income. Put them together and you've increased your bottom line by \$160,000 *simply by adding preview dialing to your toolbox*.



Make it Easy

Most dealers don't think about this but depending on the type of call, time on the phone can be a gauge that helps to measure customer engagement. In sales, the longer a BDC agent is on the phone, the better customer experience they provide. In service the opposite is true. Service appointment setting should be a short, efficient process. The longer the BDC agent is on the phone, the more questions the customer has and the longer it's taking to get those questions answered.

3 Major Agent Metrics

Contact Rate

Conversion Rate

Phone Time



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