



Toyota Chicago Improves the Caller Experience With Measurement, Training, and Coaching

Creating Awareness Through Inbound Call Management

HOW THEY DID IT:

MONTH 1

BENCHMARKING

- Tracking number set-up
- Call fail points identified
- Employee skill baseline
- Introduction to support and development tools

MONTH 2

FOUNDATIONS & PROCESS IMPROVEMENTS

- Best practice implementation to address connectivity issues
- Receptionist skills training to improve initial call handling and routing processes
- Coaching alerts, management, and employee development begins

MONTH 3

FOUNDATIONS & PROCESS IMPROVEMENTS

- "Coach the Coach" development for managers
- Advancing employee skill set
- Coaching alerts follow up, missed opportunity alerts begin

MONTH 4

PERSONALIZED RECOMMENDATION AND DEALERSHIP GROWTH PLAN

- BDC 101
- Outbound KPI development
- Personalized recommendations and Agent Growth Reports provided



Client Goals

The Toyota Chicago Region wanted to ensure that every inbound phone call to their fixed operations department is a positive experience for new and existing customers. In addition to their objectives for building better caller experiences, Toyota Chicago wanted to provide their dealers with a call management solution that helps identify phone call fail points that reduce connectivity and maximizes every customer opportunity while developing employees and optimizing overall performance..

There were 17 dealers that participated in Proactive Dealer Solutions 120 Day Pilot Program. Participants were larger volume dealerships with varying structures. Some stores had existing Business Development Centers (BDCs), others with no BDC model, and a few that used a hybrid model. The commonality among all participating dealers was the goal of improving inbound call handling and ability to turn phone call data into insights and insights into ROI.



Implementation Strategy

PDS executed a 4-month, high-touch pilot program to create actionable results with a focus on improvement versus simply gathering call metrics. The combination of ai powered call stats, data-driven coaching, front-line focused training, and management development is a model that produces quick wins and sustainable long-term successes for dealerships.



Program Results

Overall, every dealership that participated improved connectivity and drove more appointments into their service lanes. The top 10 performers far exceeded overall pilot program averages due to high engagement, consistent participation in weekly consultation calls with PDS Success Coaches, and utilization of online skills training and webinar attendance.



IMPROVEMENT
IN
CONNECTIVITY



ADDITIONAL #
OF
APPOINTMENTS



ADDITIONAL
REVENUE