



## RETAIN EVENT FOR 3 BMW RETAILERS

Estimates suggest that in 2017 the Automotive Aftersales sector in the UK missed out on as much as £429m in lost revenue through an inability to sell work identified during the service process.

*Sharpe, T. (2018, March 28) AM-Online*

### CHALLENGE

BMW UK identified the need to support their retailers with a programme which could assist in maximising the upsell opportunity within Aftersales and increase customer retention levels. The three key areas to be addressed;

1. Issue with VHC / Upsell
2. Loss of Customers and Revenue
3. Deferred work conversion

### SOLUTION

Motor Marketing developed a bespoke training & coaching programme which enabled retailers to confidently address these challenges.

The initial contact requires a 2-day training & live event activity, allowing Service Advisors and Contact Centre Agents to learn the fundamentals of selling reported and deferred work and then apply it immediately in a live calling environment to current data. This approach ensures both a high level of competence and immediate revenue generation.

An ongoing coaching mechanism was also developed, involving call recording & critiquing, along with regular remote coaching sessions. This ensures the continued application of skills learnt during the training.

### RESULTS

With an average client satisfaction rating of 97% as well as an immediate improvement in conversion, the benefits of the training has positively impacted each retailer engaged so far.

The information contained in the table highlights the continued improvement achieved across a 4-month period within one of the 3 pilot BMW retailers. These results clearly demonstrating the legacy of improvement the programme can deliver.

**13%** Conversion rate. Increase of 7% in four weeks after training.

**£33,000** Best increased revenue generated in a week.

**£211,000** Overall increased revenue in a 4 month period.



Regardless of how much telephone experience your individual team members have; this training course will help. From new starters to experienced call agents the call structure, when followed, ensures positive customer engagement through choice words and phrases and the ability for the telephone agent to handle objection effectively to an end result.

**Sam Leese**

**Aftersales Manager -  
Knights BMW & MINI**