



**RAYA**  
Contact Center

**WRITE-UP**  
AUTOMOTIVE VERTICAL

**FIRST-CLASS  
DOMAIN  
EXPERTISE**

## **THE POWER OF BDC IN THE AUTOMOTIVE INDUSTRY**

Considering that building strong relationships with customers is essential to closing automotive business deals and growing sales, having a solid strategy for following up on prospective clients is inevitable.

The global automotive industry to witness double-digit growth in 2021 but will it be enough to make up for the slump caused by the coronavirus pandemic?

# THE CHALLENGES OF THE AUTOMOTIVE IN 2021

## FEWER CUSTOMERS

The fact that automotive companies are now getting fewer leads than before urges them to thrive at aligning their sales strategies with the digital services they are providing. Statistics from CoxAuto show that only 9 million new vehicles were sold in 2020, which is 28% lower compared to 2019, recording a remarkable decrease in sales due to the COVID-19 outbreak.

## CUSTOMER BEHAVIOR OVER MULTIPLE CHANNELS

The development of car buyers' behavior cannot be overlooked by automotive companies any longer, especially after the pandemic. A whopping 67% of 2020 GCC car buyers cited online research as their main medium of information before approaching a showroom, as reported by YallaMotor. Also, reaching out to their consumers on the channels they are using is not an option, rather a necessity for business continuity and profitability.

## UNDERSTAFFING

One of the main challenges that automotive companies face when it comes to addressing customers' queries is understaffing. This issue could lead to easily losing the few business opportunities and promising deals. Losing a bunch of potential clients because they didn't get the customer service they deserve will eventually result in losing potential buyers.

## WHAT IS A BUSINESS DEVELOPMENT CENTER (BDC)?

A business development center or BDC handles sales calls and digital leads. Although they talk to customers, just like the customer service team, a BDC team aims at maximizing profitability by enhancing marketing and sales efforts by bringing in leads or potential customers into the store, and scheduling appointments with clients so the salesperson can sit with them to close the deal.

When the BDC team's work is effectively executed, it allows the dealership sales teams and services teams to focus more on their work within those departments, and less on customer outreach.

The BDC team detects the car buyer's journey stage and knows where exactly they fall in the marketing and sales funnel, their outbound approach to offer suitable alternatives that match the customers' concerns, needs, and desires are more likely to succeed, increasing conversion rates and decreasing lost opportunities.

Although the automotive BDC team doesn't directly sell cars, it is thoroughly knowledgeable about the terms and deals that automotive companies use. The team's main responsibility is to set up sales appointments from new leads through managing inbound calls. Also, it is specialized in bringing new leads by making outbound calls to potential clients and offering them the store's new products and services.

## BDC BRIDGES THE GAP OF LOST REVENUE

Due to the revenue loss resulted from the COVID-19 outbreak, a well-established BDC could bridge the gap of this lost revenue by providing the right digital services and increasing the leads' conversions.

Most automotive companies resort to establishing a business development center (BDC) to mainly keep in touch with their potential customers.

For example, if an automotive company used to have 100 leads per month and used to convert only 30%, they could be currently getting 50 leads, and with a solid BDC in place, they can convert more percentage of leads.

## WHAT ARE THE BENEFITS OF OUTSOURCING A BDC WITH RAYA?

1

### STRENGTHENING NICHE MARKETS

When it comes to the automotive industry, business leaders think twice before deciding to outsource any of their operations. Outsourcing BDC operations to a third party could be a sound decision so the departments of a company can mainly focus on their core tasks rather than worry about customer outreach and bringing in leads.

A fully-knowledgeable BDC team must know of important recalls, service schedules, and other information based on vehicle makes and models. This makes all the difference when it comes to creating a positive customer experience within such a niche market.

2

### INCREASING LEADS CAPTURE RATE

The developments and changes that the car buyers' have gone through due to the pandemic can be addressed by a BDC team. It simply communicates effectively through each and every channel that the potential buyers are using.

Moreover, they gather all the customer insights and data found on these channels to conduct thorough analysis for better customer outreach.

Having a unified omnichannel communication enhances the customer experience, builds trust, and eventually increases sales and revenue.

3

### EXTENDING PHONE PRESENCE

Having a solid BDC team in place not only increases the phone presence of the company but also decreases missed or dropped calls which negatively affects customer's experience. A fully-dedicated BDC team that maintains a positive phone presence, answers every call, makes regular follow-up calls, and schedules appointments over the phone ensure care potential buyers' that the company is always there when they have any concerns or questions.

4

### STREAMLINING SERVICES

A BDC can take customer service calls and schedule maintenance appointments. Phone calls, emails, social media inquiries are now going through one department.

Combining all the communications from multiple departments into one is the best approach to handling follow-ups and outreach effectively to create an extension of the dealership's marketing efforts.

5

### INCREASING CUSTOMER RETENTION

A rooted BDC team goes beyond making outbound & inbound calls and scheduling; it focuses on customer acquisition as much as customer retention.

As it follows up on inquiries, pre-scheduling appointments, and reaching out to existing customers who are close to the end of their lease or loan all aid in retaining existing customers.

### GLOBAL AUTOMOTIVE INDUSTRY FORECAST

NEW CAR SALES WILL RISE BY

**15%**  
IN 2021

FOLLOWING A FALL OF

**18%**  
IN 2020

COMMERCIAL-VEHICLE SALES WILL INCREASE BY

**16%**  
IN 2021

FOLLOWING A FALL OF

**16%**  
IN 2020



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