



## YOUR OUTSOURCED CONTACT CENTRE



**bdm**  
talk



## We understand the importance of customer contact

With all the progress and the increase in sophistication that the automotive industry has made over the last decade it's easy to lose sight of what's at the very heart and soul of the industry, a factor so important that it is the very foundation that supports the massive investment made in premises, systems, product development and staff training. This awesomely powerful force is simple: **having regular, scheduled and timely customer contact.**

However, with the multiple distractions in a retail environment, more pressing pressure points and an inherent reluctance to make such calls, this important discipline can often be neglected.

BDM understands the importance of customer contact; we also know the issues that prevent it. We know that you will have significantly invested in developing your customers and the associated database. **Importantly, we understand that your customer relationship has to be strengthened not weakened by any contact.**

Customer relationship development is the focus of all our work.

At **BDM Talk** we have identified two distinct needs from outsourcing your customer contact which are reflected in our internal structure. **Those two needs are for a tactical or a strategic relationship.**



**“Customer relationship development is the focus of all our work”**

# Tactical Support

Our tactical team is dedicated to meeting your short-term requirements, campaign by campaign, project by project.

We can respond quickly and effectively to your tactical campaign requirements. All you need to do is provide the data and agree the key points of engagement. **Typically we can have a campaign live within 24 hours of receiving the data.**

This includes:

- ▶ Retail sales prospecting and appointment making
- ▶ Corporate sales appointment making
- ▶ LCV and commercial sales appointment making
- ▶ Data cleansing



**“We can have a campaign live within 24 hours”**

# Strategic Support

Our strategic teams become part of your business. We take time to ensure that our teams have a good understanding of your business, its processes and your people before we commence an assignment.

At **BDM Talk** we work with most of the major DMS providers to ensure a seamless interaction with your customers.

Typically our strategic team will work with your DMS. **This means that duplication is eliminated, service and MOT bookings are made directly into your DMS and data cleansing becomes a 'live' action.**

## Our Services

- ▶ Service and MOT bookings
- ▶ Lapsed customer follow-up
- ▶ Lost sales
- ▶ Customer satisfaction calls
- ▶ Finance renewal and equity parity calls
- ▶ Vehicle health check calls for upselling.



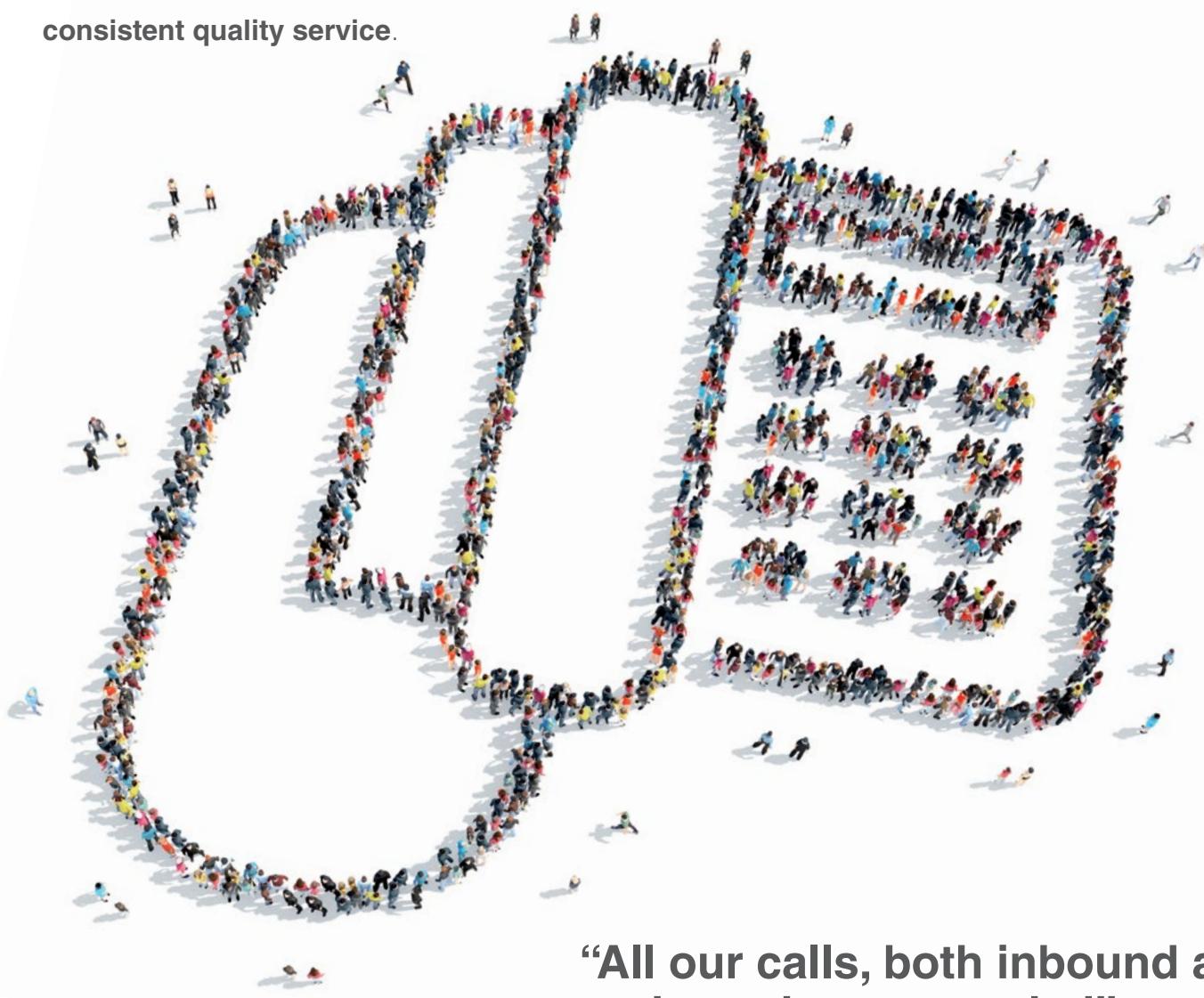
**“Service & MOT bookings are made directly into your DMS”**

# Call Recording

All of our calls, both inbound and outbound, are recorded through our group's call recording suite 'Insight:Onsite', provided by our telephony business - **BDM Voice**.



This ensures that we meet both our regulatory requirements and our internal process standards, **so that we can provide you with a consistent quality service.**



**"All our calls, both inbound and outbound, are recorded"**

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# Data Management

We understand the sensitivity of sharing data with a third party. We respect this and our legal obligations:

- ▶ BDM is registered with the **Data Protection Registrar**.
- ▶ Any data that is sent is sent to a **secure email address**.
- ▶ Your data is returned to you and deleted from our systems on completion of a project. **We simply retain the results.**
- ▶ While in our custody all data is held within our **secure network environment**.
- ▶ **BDM Group** is a member of the **DMA (Direct Marketing Association)** who regulate and audit our processes.



**“BDM Group is a member of the DMA (Direct Marketing Association)”**

# 360° Customer Communication

If you are looking for a seamless approach to your communications then our Talk 360 service can provide a consistent, credible, and seamless experience for every customer who wants to make contact with you.

## Our Talk 360 Communications Package



### TELEPHONE

In and outbound call services for sales, appointment setting, customer services, customer surveys, complaints, product recalls and business call answering services.



### SOFTWARE SUPPORT

Outsource your help desk support to trained agents that will manage all your inbound customer queries on your software be it through the telephone, email or a dedicated help desk management system.



### LIVE CHAT

Manning website Live Chat, function for lead generation and customer service.



### EMAIL

In and outbound email services, responding to customer queries, booking appointments or marketing to your database.



### SOCIAL MEDIA

Monitoring posts, answering queries, or devising publishing schedules to keep social platforms up to date and on message and drive new business.



### BUSINESS SERVICES

Telephone answering, message taking, message transfers, email responses.

## What does Talk 360 do?

### ► Inbound and Outbound Telephone Calls

We'll handle sales, appointment setting, customer service, customer surveys, complaints, product recalls, and general answering services on your behalf.

### ► Email management

Inbound and outbound, we'll respond to customer queries, booking appointments, or marketing to your database.

### ► Social media management

On the platforms of your choice, we'll monitor posts, answer queries, and put together publishing schedules to keep followers and fans up to date with a view to driving new sales and increasing customer loyalty.

### ► Live chat

We'll take care of all your live queries online, helping customers who want support and driving enquiries to your sales team.

### ► Software support

We'll be your help desk – our trained agents manage inbound customer queries by phone, email, or via a dedicated helpdesk management system.

### ► General business services

BDM Talk's team will answer your calls, take messages, transfer calls, and respond to general emails.

# Let's Work Together

If you have a tactical or strategic need, please contact our customer contact specialists on 0330 159 2626 to have an initial discussion, email [info@bdm-talk.co.uk](mailto:info@bdm-talk.co.uk) or visit [www.bdm-talk.co.uk](http://www.bdm-talk.co.uk)

We look forward to hearing from you.



# ONE GROUP, TWO BRANDS

