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— Randy Brobston
Business Development Director, Hall Automotive

Hall Automotive

Hall Automotive Nearly Doubles Corporate Call Center Productivity with Hosted Solution

In August, 2005, Hall Automotive, the country's 48th largest new car dealership, centralized its sales and marketing related customer contact activity within a single corporate call center. The new center is responsible for managing contact activity on an estimated 300 toll free numbers, many of which are associated with a specific dealership location and its specific marketing campaigns, promotional programs or functional groups. During the first five months of operation, the group was handling about 1,700 inbound calls and placed about 11,000 outbound calls per month on behalf of nine of their 16 stores.

Delivering outstanding service is key to Hall Automotive's business objectives. “We spend over \$10 million annually on advertising and 60 percent of our business is repeat business. We dominate in our market,” said Randy Brobston, business development director for Hall Automotive and senior manager in charge of the call center. “One of the goals within the call center is to call everyone who visited or made an appointment to visit one of our stores and, if they didn't become a customer, ask them why not.”

The Problem

While the entire company uses an industry-specific CRM package, AutoBase, the database and the call handling technologies were not integrated. “Every outbound call was


hand-dialed,” said Brobston. Hall's inbound technology was “a little hunt group routine” developed by their IT department.

Using yet another product, a call monitoring product for toll free numbers, Brobston knew his group had a 60 percent abandonment rate for inbound calls. He also knew he could improve outbound productivity by applying automation technology to the problem.

The Solution

“We started by looking for a predictive dialer. We looked at all kinds of tools. Most were very expensive and complicated,” recalled Brobston. He finally turned to the systems integration firm that installed the company's \$1.5 million Avaya phone system for help. This firm happened to be an inContact Sales Partner. Hall selected inContact as the tool to improve its customer contact operation.

Using the inContact outbound Power Dialer, overall monthly productivity grew from 11,000 outbound calls per month under the manual method to 21,000 calls per month. Using a number of inbound features within inContact, such as the ability to associate a call routing process to a specific toll free number, combined with the ability to assign one or more skills to each rep and to determine which reps are available prior to ringing a phone, inbound call handling productivity grew from 1,700 calls per month to 6,500.



If a customer leaves a voicemail, the system is programmed so the next available, skilled agent calls the customer back. Using inContact's ability to do skills-based routing, Brobston has improved the quality and consistency of the call rep's response by training specialists to handle specific promotional campaigns. With inContact, Brobston is able to record every inbound and outbound call for training and quality purposes. The basic implementation time for this application was only two weeks.


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The Business Benefits

Every call for Hall Auto, according to Brobston, is an opportunity to sell a car. So it follows that Brobston doesn't want to miss an opportunity to sell. With the reporting and monitoring tools available in inContact, Brobston is finally able to see with clarity what his team is doing, monitor the call activity in process and quickly answer the marketing department's question regarding how many calls came in on a particular campaign. Brobston added, "Now we can move on to the next level and use this information to determine such things as the ratio of calls to appointments and develop performance stats on each of our agents."

About Hall Automotive

Hall Automotive, the country's 48th largest new car dealership headquartered in Virginia Beach, VA., operates 16 dealerships and a centralized call center located in Newport News, Va. To learn more about Hall Automotive visit www.hallauto.com.



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