

CLONINGER FORD OF HICKORY · HICKORY, NC

\$412 → \$635 PER REPAIR ORDER.

A Ford service BDC rebuilt from the floor up — inbound conversion more than doubled, outbound revived, and dollars-per-RO climbed 54%.

The service BDC was answering phones but not converting them, and outbound had gone nearly dormant. Over a monthly onsite engagement, Pinnacle rebuilt the department's process from the floor up — more than doubling inbound conversion, restarting outbound from scratch, and driving guest satisfaction back to the Ford benchmark.

+54%

AVG \$ PER REPAIR ORDER
\$412 → \$635

30 → 67%

INBOUND CONVERSION
+37 pts · program-best

38 → 70%

OUTBOUND CONVERSION
+32 pts · program-best

ENGAGEMENT
Onsite Training

FOCUS
Service BDC

CADENCE
Monthly Visits

MARKET
Hickory, NC

01 — THE CHALLENGE

HIGH VOLUME, LOW CONVERSION.

The service BDC was answering the phones but not converting them — and outbound had gone nearly dormant. Inbound bookings, follow-up discipline, and guest satisfaction all sat below where a Ford service drive should be.

THE COST OF THE GAP

Before the rebuild, every repair order carried \$223 less in service dollars — \$412 then vs. the \$635 the team averages today.

INBOUND CONVERSION

30%

Calls answered, not booked.

OUTBOUND

DORMANT

229 calls/mo vs. a 1,500 target.

CSI

71%

Below the Ford benchmark.

PRE-BOOKING

NONE

A quarter of all work walked in.

02 — THE APPROACH

A SERVICE BDC, REBUILT.

A Pinnacle consultant onsite every month, turning the BDC into a revenue engine through practical, repeatable process — not one-and-done classroom training.

WORKSTREAM 01

INBOUND & CALL CONTROL

Objection handling, “why book” messaging, and overflow capture so answered calls become appointments.

WORKSTREAM 02

OUTBOUND REVENUE ENGINE

Declined / postponed-service campaigns, FordPass reactivation, and a daily multi-channel cadence.

WORKSTREAM 03

ACCOUNTABILITY & CONFIRMATION

Daily scorecards, same-day missed-appointment recovery, and pre-booking from recall and connected-vehicle alerts.

03 — THE RESULTS

SUSTAINED GAINS, NOT A SPIKE.

INBOUND CONVERSION

30→67%

+37 pts

OUTBOUND CONVERSION

38→70%

+32 pts

AVG \$ / RO

\$412→\$635

+54%

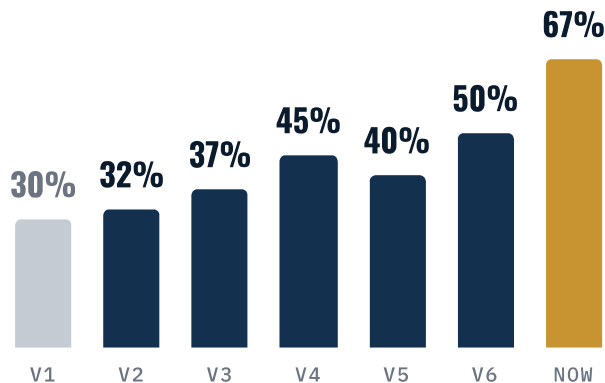
CSI

71→91%

at Ford benchmark

INBOUND CONVERSION — THE CLIMB

From 30% to a program-best 67% across the engagement.



WHERE IT STANDS

VS. FORD BENCHMARKS & PROGRAM BESTS

OUTBOUND CONV.

70% vs 48% **+22 pts**

CSI

91.4% vs 91.6%
at benchmark

CONTACT RATIO

60% **program-best**

SHOW RATE

90% **sustained**

2.2×

INBOUND CONVERSION

+54%

AVG \$ PER RO

WHY IT HELD

Monthly onsite reinforcement compounded the gains and prevented training decay. The confirmation cadence, declined / postponed workflow, and daily scorecards became how the team operates — so the numbers held through staffing change rather than snapping back after a single good month.

04 — OUTCOME SUMMARY

WHAT CHANGED.

+54%AVG \$ PER RO
\$412 → \$635**67%**INBOUND CONVERSION
Program-best**70%**OUTBOUND
CONVERSION
Program-best**91.4%**CSI
At Ford benchmark

WHY IT WORKED

- Monthly onsite reinforcement compounded gains and prevented training decay.
- The team adopted the process — confirmation cadence, declined/postponed workflow, and scorecards became how they operate.
- Outbound was rebuilt from scratch into the department's biggest growth lever.
- Accountability systems carried performance through staffing change.

WHAT'S NEXT

- Push inbound conversion from 67% toward the 85–90% benchmark ceiling.
- Scale Mobile Service penetration past target.
- Per-BDR daily targets and a monthly 1-on-1 coaching cadence.
- FordPass reactivation for 12-month-plus lapsed customers.

Inbound conversion more than doubled to a program-best 67%, outbound revived to 70%, and dollars-per-RO climbed 54% — and it held. That's a process that stuck, not a lucky month.

Book a 15-minute teardown of your service drive's inbound and outbound.

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