



Seamless Service |
Outstanding CX |

A hand in a dark suit sleeve points towards a digital interface displaying various data visualizations. The background is a dark blue and green gradient with glowing lines and data points. In the foreground, there are semi-transparent bar and line charts. The overall aesthetic is futuristic and data-driven.

AUTOMOTIVE AFTERSALES GROWTH

Industry: Automotive Group

THE INITIAL CHALLENGE: MISSED REVENUE & REACTIVE PROCESSES

For over eight years, BDMCX has partnered with a long-established multi-franchise automotive group operating three sites across the South East of England. Representing leading manufacturers including Kia, Citroën and Vauxhall, the group required a structured, measurable approach to aftersales growth that would increase workshop utilisation, improve customer retention and protect manufacturer performance standards.

When the partnership began in 2011, the business did not operate any consistent outbound booking activity. Service and MOT appointments relied almost entirely on inbound contact and customers remembering to rebook. As a result, significant revenue opportunities were being missed, lapsed customers were not being reactivated and workshop capacity was not being maximised.



DRIVING MEASURABLE WORKSHOP GROWTH

BDMCX was appointed to implement and manage a fully outsourced outbound aftersales strategy, effectively becoming the group's dedicated booking and customer contact department. From the outset, the objective was clear: proactively engage customers due for service or MOT, secure confirmed appointments, and drive measurable increases in workshop volume.



Structured reminder campaigns were introduced covering upcoming services, MOT due dates, overdue customers and previously declined work. Rather than simply making courtesy calls, every interaction was focused on achieving a booked outcome. This shift from passive reliance on inbound enquiries to proactive outbound engagement immediately created new appointment opportunities that would not otherwise have materialised.

Over time, the impact became increasingly significant. By consistently working future due lists and systematically re-engaging dormant customers, BDMCX helped stabilise workshop diaries, reduce idle capacity and create more predictable revenue streams. Peaks and troughs in utilisation were smoothed, enabling better operational planning and stronger absorption rates. Thousands of incremental service and MOT bookings have been generated across the three sites during the course of the partnership, representing substantial additional aftersales revenue. Without outsourcing this function, those appointments simply would not have existed, as there was no internal outbound resource in place.

PROACTIVE CSI MANAGEMENT & BRAND PROTECTION

Beyond appointment generation, BDMCX introduced a proactive Customer Satisfaction Index (CSI) management strategy that fundamentally changed how the group handled manufacturer survey performance. In the automotive sector, survey results issued by brands such as Kia, Citroën and Vauxhall directly influence dealer standards, reputation and, importantly, service team bonus structures. Previously, feedback was reactive—customers would receive a manufacturer survey before the dealership had any opportunity to identify dissatisfaction or resolve concerns.

Negative experiences therefore translated directly into lower survey scores and financial impact for the team.

BDMCX addressed this by implementing structured post visit CSI calls prior to manufacturer survey distribution. Customers were contacted shortly after their workshop visit to gauge satisfaction, identify any issues and escalate concerns immediately back to the site for resolution. This early intervention model enabled the dealership teams to rectify problems before survey completion, protecting both brand metrics and internal performance incentives. The result has been stronger CSI performance, improved customer relationships and greater control over a metric that is critical within franchise automotive operations. Rather than leaving survey outcomes to chance, the group now benefits from an actively managed feedback loop



SUSTAINABLE COMMERCIAL IMPACT

The longevity of a over eight-year partnership reflects more than operational support; it demonstrates sustained commercial impact. BDMCX operates as an extension of the internal aftersales team, aligning with brand standards, adapting to manufacturer processes and maintaining consistent communication across all supported sites. The outsourced model provides accountability, reporting and measurable outputs, ensuring that performance is tracked not by call volumes alone but by confirmed bookings, retention outcomes and customer satisfaction improvements. As the automotive sector continues to evolve, particularly in an increasingly competitive aftersales environment, the importance of proactive customer engagement has only intensified.



This case study illustrates a clear contrast. Without outsourcing, there would have been no structured outbound booking calls, fewer service and MOT appointments, lower workshop utilisation and greater vulnerability in manufacturer CSI performance. With BDMCX, the group transformed its aftersales department into a proactive revenue driving function supported by consistent customer communication and measurable return on investment. Over more than eight years, BDMCX has not simply supported operations; it has delivered sustained growth, protected brand performance and embedded a scalable model for long term success within the automotive sector.



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