



KELLEY

CONTINUOUS IMPROVEMENT: Manager's Overview

 **DriveCentric**

AGENDA

- ▶ Training Goals
- ▶ Format
- ▶ Questionnaire Results
- ▶ Next Topic:

TRAINING GOALS

- ▶ Share Best Practices
- ▶ Provide platform to present Challenges & Issues
- ▶ Product Training

FORMAT

- ▶ UPDATE: Once every two weeks - Next meeting: September 11 (Labor Day on 4th)
- ▶ Agenda
 - ▶ Updates from previous meeting
 - ▶ Weekly Topic
 - ▶ Q & A
 - ▶ Next Topic
- ▶ Follow Up -Training slides posted to Intranet

NEW HIRE TRAINING

- ▶ SLC's & Genius - 1/Mo "Kelley Bootcamp"
 - ▶ Scheduled by Julianna
 - ▶ Outlook Invites
 - ▶ CRM Training - Buick GMC Training Room
- ▶ Managers
 - ▶ As Needed
 - ▶ Two Week Notice (if possible)
 - ▶ On Location

SLC NEW HIRE - AGENDA

- ▶ Day 1
 - ▶ Introductions/Visit BDC
 - ▶ Digital Footprint Overview
 - ▶ Lead Sources
 - ▶ Platforms
 - ▶ CRM
 - ▶ Overview / Download Mobile App / Create Login
- ▶ Day 2
 - ▶ Clocking In
 - ▶ Creating New Customer
 - ▶ Create Deal
 - ▶ Add vehicle of interest
 - ▶ Add trade-in vehicle
 - ▶ Credit App
 - ▶ Communication Channels
 - ▶ Send Text/Email/Video
 - ▶ Set Appointment
 - ▶ Checking IN/Checking Out
 - ▶ Add Notes
 - ▶ Mark Deal Dead
 - ▶ Contact Support

RESULTS

1. How would you rate the ease of use of DriveCentric?
 - ▶ 4.4 out of 5
2. How satisfied are you with emailing capabilities DriveCentric?
 - ▶ 4.5 out of 5
3. How satisfied are you with texting capabilities in DriveCentric?
 - ▶ 4.8 out of 5
4. How satisfied are you with video capabilities in DriveCentric?
 - ▶ 4.2 out of 5

RESULTS *(Continued)*

5. How satisfied are you with click to call capabilities in DriveCentric?
 - ▶ 4.8 out of 5
6. How satisfied are you with the call tracking (recording) capabilities in DriveCentric?
 - ▶ 4.8 out of 5
7. How satisfied are you with the AI (auto-responder) tool in DriveCentric?
 - ▶ 4 out of 5
8. What changes would you make to the AI?
 - ▶ Turn her off for financial and campaign leads
9. How satisfied are you with the reporting and metrics in DriveCentric?
 - ▶ 4.5 out of 5

RESULTS *(Continued)*

10. Have you utilized the chat support function?
 - ▶ 80% Yes
11. If yes, how satisfied have you been with support?
 - ▶ 5 out of 5
12. How satisfied are you with the training of your staff on DriveCentric?
 - ▶ 4.4 out of 5
13. How satisfied are you with the initial training you received on DriveCentric?
 - ▶ 4.6 out of 5
14. What improvements or changes to training/onboarding would you recommend?
 - ▶ Hands-on training for video
 - ▶ Addt'l Training on Importance of Clocking In for SLC's

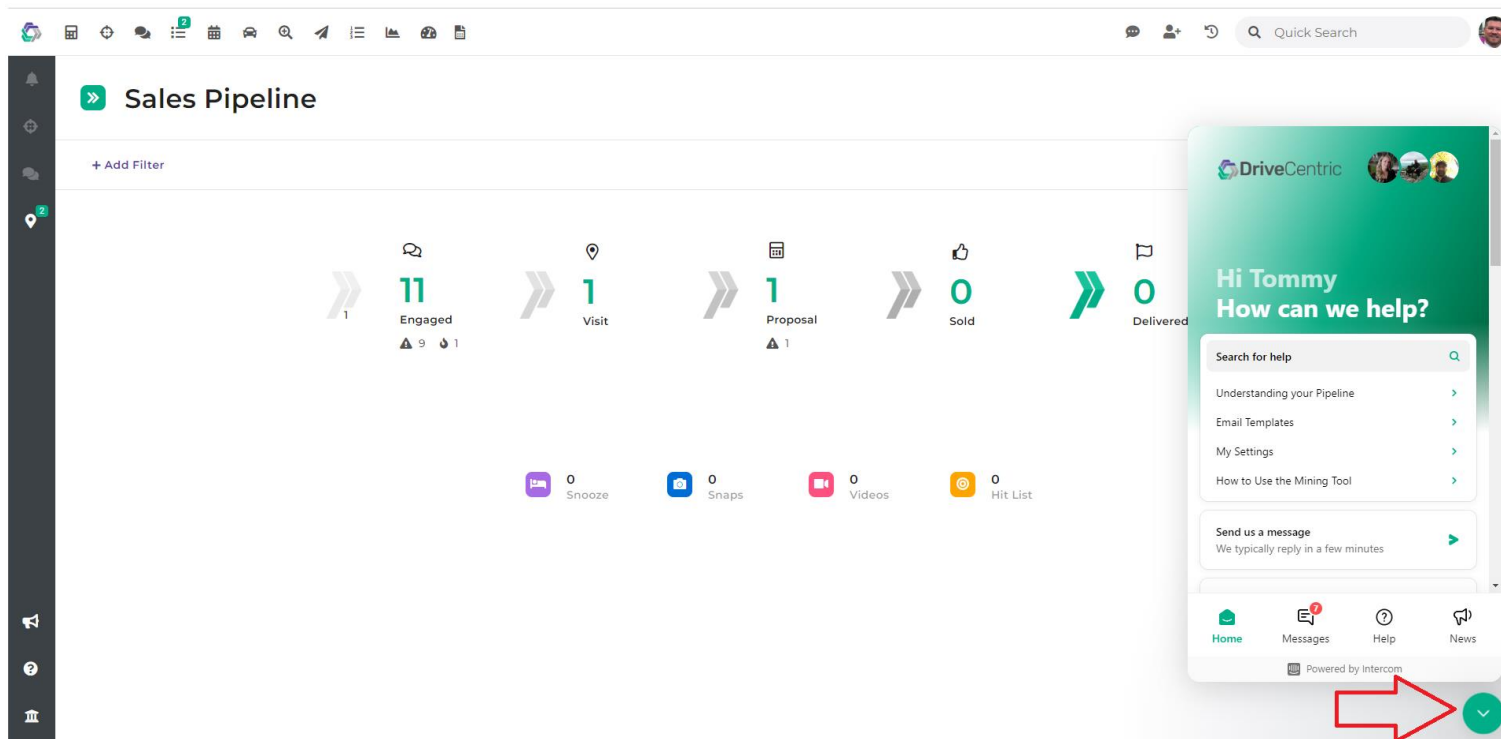
RESULTS *(Continued)*

15. What topics would you like to cover in our weekly Training Sessions?

- ▶ POW's
- ▶ Desking
- ▶ Measuring and Monitoring Employees
- ▶ Reporting

SUPPORT

- ▶ Email: Pod6@DriveCentric.com
- ▶ Chat on Mobile & Desktop



Questions?

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