

Kayla Jefferson

BDC MANAGER

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Summary

BDC Manager with 7 years in dealership business development, the last 3 leading a 10-person BDC for a 2-store group in metro Detroit. Builds call scripting, coaching plans and CRM systems processes in Elead that book 900 appointments a month. Started on the phones as a BDC representative in 2019.

Skills

- CRM Systems
- Elead
- Lead Management
- Appointment Setting
- Call Scripting
- Coaching
- KPI Reporting
- Excel
- Leadership
- Communication Skills

Experience

BDC Manager

07/2023 - Present

Big Beaver Auto Group

Troy, MI

Two-store dealer group handling about 2,500 web leads a month.

- Lead **10** BDC agents handling sales and service leads for 2 dealerships.
- Set appointment setting targets and call scripting for every lead source, raising the show rate from 49% to 62%.
- Run daily coaching from recorded calls and Elead activity, bringing 6 new agents to goal within 60 days.
- Publish weekly KPI reporting in Excel on response time, appointments, shows and sold units for both general managers.

BDC Supervisor

05/2019 - 06/2023

Oakland County Motors

Southfield, MI

Joined as BDC Representative; promoted to Supervisor in 2021.

- Booked 110 appointments a month as a representative, the top producer on a 7-person team in 2020.
- Reorganized lead management rules in the CRM systems and merged 4,000 duplicate customer records.
- Scheduled weekend coverage for 7 agents and trained 5 new hires on the phone process.
- Covered the service BDC line during a 4-month staffing gap, booking 300 service appointments a month.

Call Center Agent (Part-Time)

09/2017 - 04/2019

Motor City Home Warranty

Southfield, MI

Home warranty company with a 60-seat inbound call center.

- Processed 60 inbound claim calls a shift, opening repair orders for contractors across 3 counties.
- Maintained average handle time under 6 minutes with a 90% call quality score.
- Sold renewal plans on 12% of calls, above the 8% target set for part-time agents.

Education

Associate of Business

05/2019

Oakland Community College

Auburn Hills, MI

Business Administration