



Car Wars
by Call Box



THE PROOF IS IN THE PUDDING

CARLOS MOJICA OF

LAFONTAINE AUTOMOTIVE GROUP

Shares How the Game Changes When
You Inspect What You Expect

the CRISP Quarterly

AN OFFICIAL CAR WARS PUBLICATION | ISSUE 11

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If Billy got CRISP...



Open up a fresh bag of Car Wars CRISPS and find out how your salespeople can become CRISP on the phone... just like Billy!

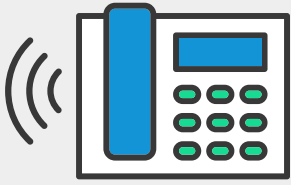


To learn more, visit:
www.carwars.com/home/a/car-wars-crisps

so can you!

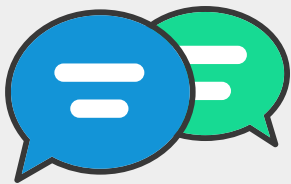


CRISP Certification is a virtual phone skills training program that ensures salespeople are trained and certified to handle every call.



CONNECT

Connect each caller quickly to a qualified agent



REQUEST & INVITE

Request and Invite the caller into the dealership for a test drive or vehicle inspection



SET

Set a firm appointment with a specific date and time



PURSUE

Pursue new leads & rescue missed opportunities



WHAT IS CRISP?

& WHY IS THIS CALLED THE CRISP QUARTERLY?

Good question, reader. CRISP is our methodology that's been helping dealers like you for almost a decade. **C**onnect more callers, **R**equest and **I**nvide more prospects into the dealership, **S**et more appointments, and **P**ursue more stranded leads. It's the most simple, yet effective technique dealers use to quickly see a boost in overall **Sales and Service performance**. That's why you'll read a lot about CRISP throughout this magazine. It's our meat and potatoes. The backbone of what we do. The reason we get up in the morning.

You'll learn how our dealers are implementing the CRISP methodology at their dealerships to engage more with the customer — particularly by leveraging the phone — to see huge, tangible results.

Zeroing in on data-backed insight and recognizing the power of detailed reporting have helped our two featured dealer groups — LaFontaine Automotive Group and Volkswagen SouthTowne — succeed.

Hope you enjoy!

The Car Wars Team



MEASURE TWICE, CUT ONCE

VW SouthTowne's eCommerce Director
explains how complete visibility over
marketing efforts leads to high
revenue generation.



BRYAN ARMSTRONG
*eCommerce Director,
VW SouthTowne*

WRITTEN BY

Riley Tendler
Marketing Specialist

We've all experienced it. Three years removed from buying the "most recent" Apple iPhone, the issues started occurring again. I found myself facing the inevitable and on my way to the local Apple store with one goal in mind, to buy a new iPhone.

Walking in, I was overwhelmed with options. There were eight iPhones on the table, all looked the same but varied in color. The puzzled look on my face



must have been obvious when an Apple employee came over to offer assistance. He walked me through the different features behind each phone, including color, storage size, screen display, camera quality and more. After some consideration, I made a decision and bought one. Goal accomplished! I was confident I chose the iPhone that would do what I needed it to do. It was an enjoyable buying experience and I will be glad to return in another three years for the next one.

Simply having all of the necessary information is only part of the equation. **Information without organization can leave us lost, and that's what occurs when there is too much data available to fully process.** From a marketing perspective, there are a multitude of comprehensive resources out there that provide all types of data to utilize and better engage customers; but if we don't know how to apply the data, it becomes useless.

Bryan Armstrong, Volkswagen South-Towne's eCommerce Director, was familiar with this issue. Volkswagen SouthTowne is one of the most successful dealerships in the state of Utah, and Bryan has won multiple awards over the years for his work in generating revenue with successful marketing tactics.

The first step in not being bogged down by data overload is to determine what

BRYAN'S STEPS TO SUCCESS: FIGHTING ANALYSIS PARALYSIS



DEFINE YOUR METRICS FOR SUCCESS



TRACK YOUR DEALERSHIP'S PERFORMANCE

success looks like to you. "First define success, then backtrack to see what would be the necessary tools to reach that success," states Bryan. Once you know what the finish line looks like, then you can utilize the applicable solution to get there.

This brings us to our next point — with so much data to sort through, and without any guidance on where to

look, how do you know what data to focus on in order to achieve success? In marketing, there are any number of different vendors and each has an expensive price tag. As Bryan explains, “Throwing money out there, and not being able to measure it consistently, is just dumb.” Paid search vendors come at a cost with the expectation to deliver. Having a solution where you can track the performance of a given source helps effectively distribute your marketing dollars.

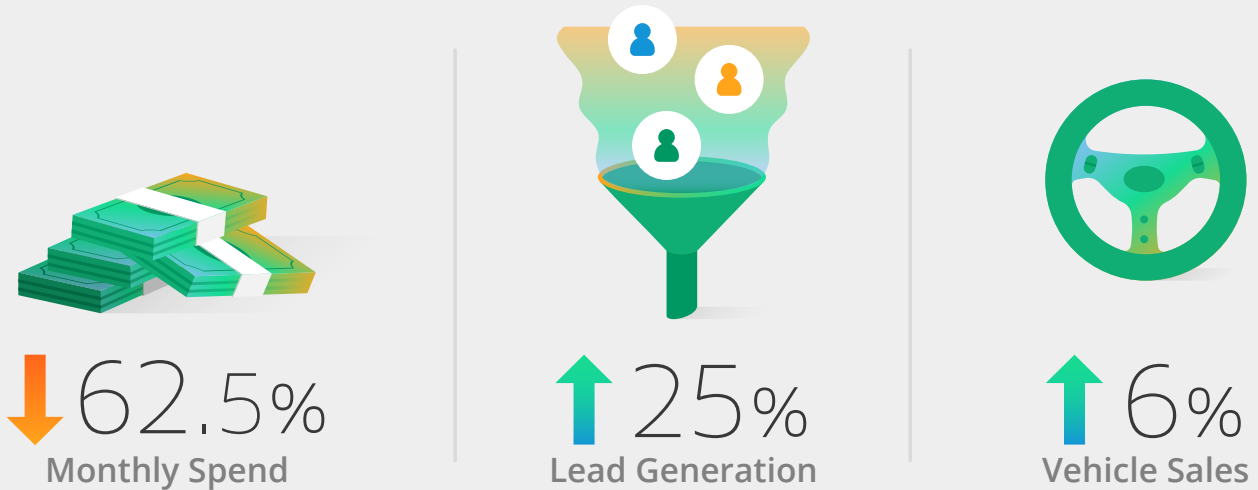
This was what success looked like for Bryan and the Volkswagen SouthTowne team: *To have a tool that showed them what was relevant in reaching their goal and in achieving desired outcomes.* That’s

“Throwing money out there, and not being able to measure it consistently, is just dumb.”

when Vistadash came into the picture. Vistadash helps dealerships track and measure the success of their marketing efforts. With consistent metrics and thorough reporting, Vistadash takes all the data from each digital source you are advertising on and puts it into one clean, concise, aggregated space. This allows



THE RESULTS



important information to be seen easily while saving time and energy. Vistadash was able to walk alongside Bryan to show him where his challenges were within areas such as geo-fencing and keyword bidding, and then implement a strategy to overcome them. "Having a platform like Vistadash allows me to, in a quick minute, be able to see if the data aligns with what I deem as success," Bryan says. In summary, less time was spent jumping around different platforms and deciphering the data to now looking at a single, standalone solution with all the applicable data present.

After the Vistadash addition, the numbers spoke for themselves. Bryan saw a 62.5% decrease in monthly spend, 25% increase in lead generation, and

6% increase in vehicle sales. Instead of losing money to pointless advertising spend, Bryan set standard metrics for his vendors and was able to use the data to direct his investment down the correct paths. Bryan and his team could then move toward partnering closer with needed vendors, keeping all accountable, and perhaps most importantly, changing with the market. As Bryan points out, "The market changes, the consumer changes, why aren't we changing our measurements too?" A solution that adapts and adjusts to constant change keeps the information at your disposal relevant and useful.

The experience for Bryan and many other dealers has been the more data that's provided, the more disorganized

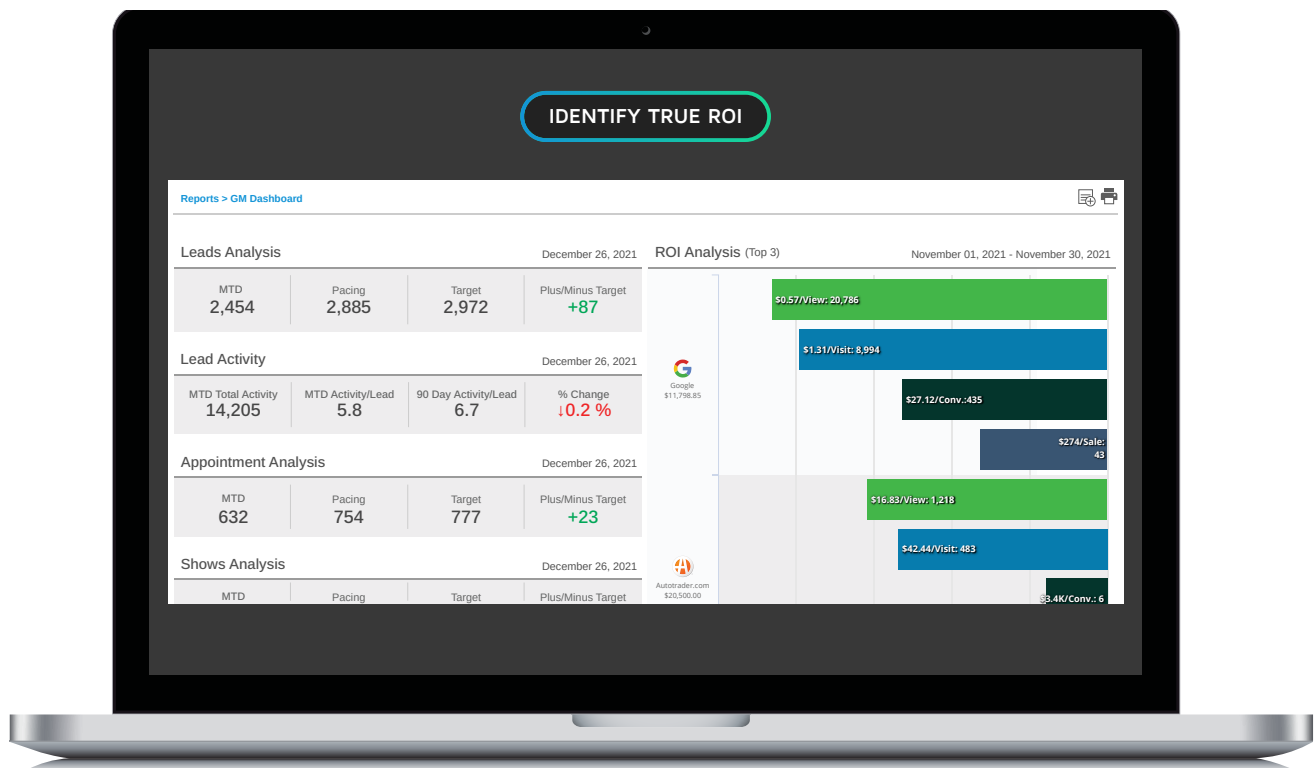
and worthless the data becomes unless properly managed and reported on. **By merging this excess of data into one streamlined and cohesive platform, users can have a solution that enables them to make smarter**

marketing decisions focused on generating revenue and growing their businesses. By partnering with Vistadash, Bryan and Volkswagen SouthTowne are no longer consumed by data and are once again back in control.

Learn more about how Vistadash is helping thousands of dealerships compile digital marketing data into actionable insights.



Check us out at vistadash.com



VOLKSWAGEN
SouthTowne

THE



Must-Know TRENDS

IN SERVICE PHONE CALLS

1

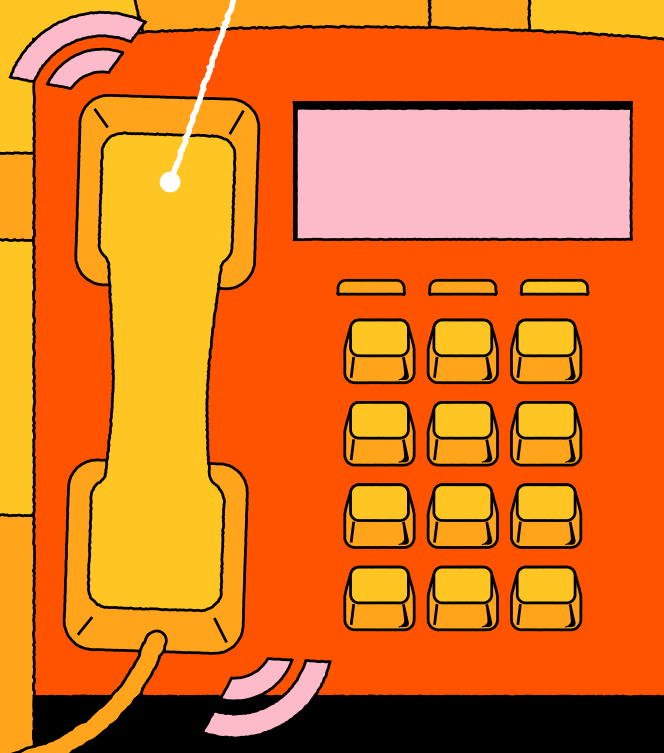
STEADY INCREASE IN INBOUND CALL VOLUME

There has been a 16.5% increase in average monthly inbound call volume to Service Departments from 2019 to 2021. This emphasizes that consumers are keeping their vehicles longer and looking to properly and routinely maintain them.

6

DECREASE IN OUTBOUND CALL VOLUME

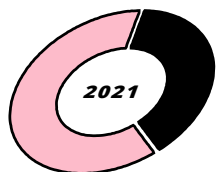
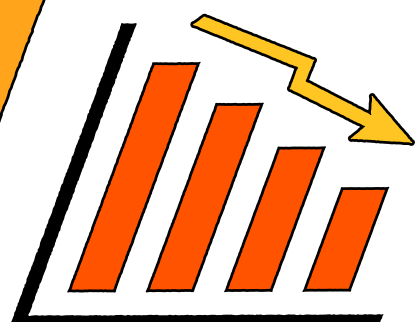
When comparing 2019 to 2021, there is a 3.9% dip in the number of outbound calls being made each month by Service agents. Service agents should prioritize outbound calls for vehicle status updates, routine maintenance invitations, and appointment confirmations.

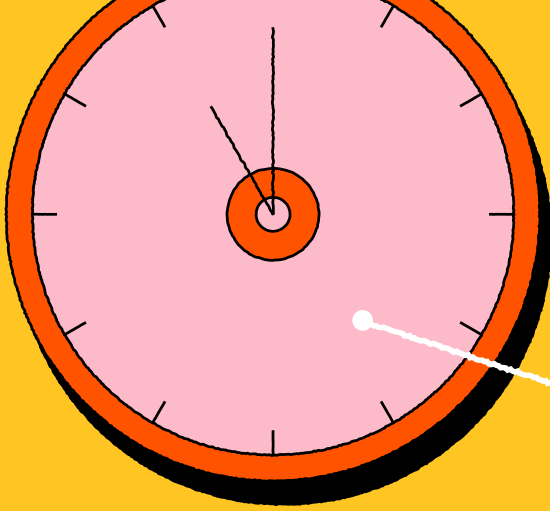


5

DECLINE IN INBOUND CALL CONNECTION PERFORMANCE

Inbound call connection performance dropped from 69% in 2019 to 62% in 2021. This 7% difference reveals missed opportunities where Service teams could better assist customers, create a more positive experience, and capture more Service appointments.





2

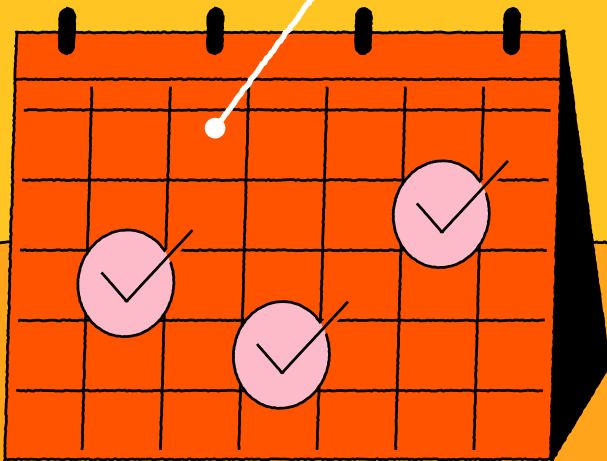
CONSISTENT PEAKS IN INBOUND CALL VOLUME

Consumers gravitate toward a consistent time of day and day of week when contacting Service Departments. From 2019 to 2021, the top time of day customers call in is 11:00 AM. As far as the most popular day of the week, Mondays saw the highest call volume compared to other days across all three years.

3

ONGOING IMPROVEMENT IN APPOINTMENT REQUESTS & FIRM APPOINTMENTS BOOKED

From 2019 to 2021, an 11% growth in appointment requests shows agents are focusing on filling up the schedule. Further to this point, Service Departments are booking more *firm* appointments, where the customer verbally agrees to a specific date and time to come in.



4

FEWER OUTBOUND CALLS FOR STATUS UPDATES BEING MADE

In 2021, 26% of all outbound calls being made were for vehicle status updates, a dip from both 2019 and 2020. Increasing this number will improve overall customer experience and reduce the volume of calls coming in for general updates.



To learn more about how Car Wars is helping top Service Departments capitalize on these trends to **Own the Phone**, check out our Service solutions at www.carwars.com/home/service!



THE PROOF IS IN THE PUDDING

How a background in retail sporting goods laid the groundwork for Carlos Mojica's conviction in the power of the phone and data-backed insight.

WRITTEN BY

Heather Servi

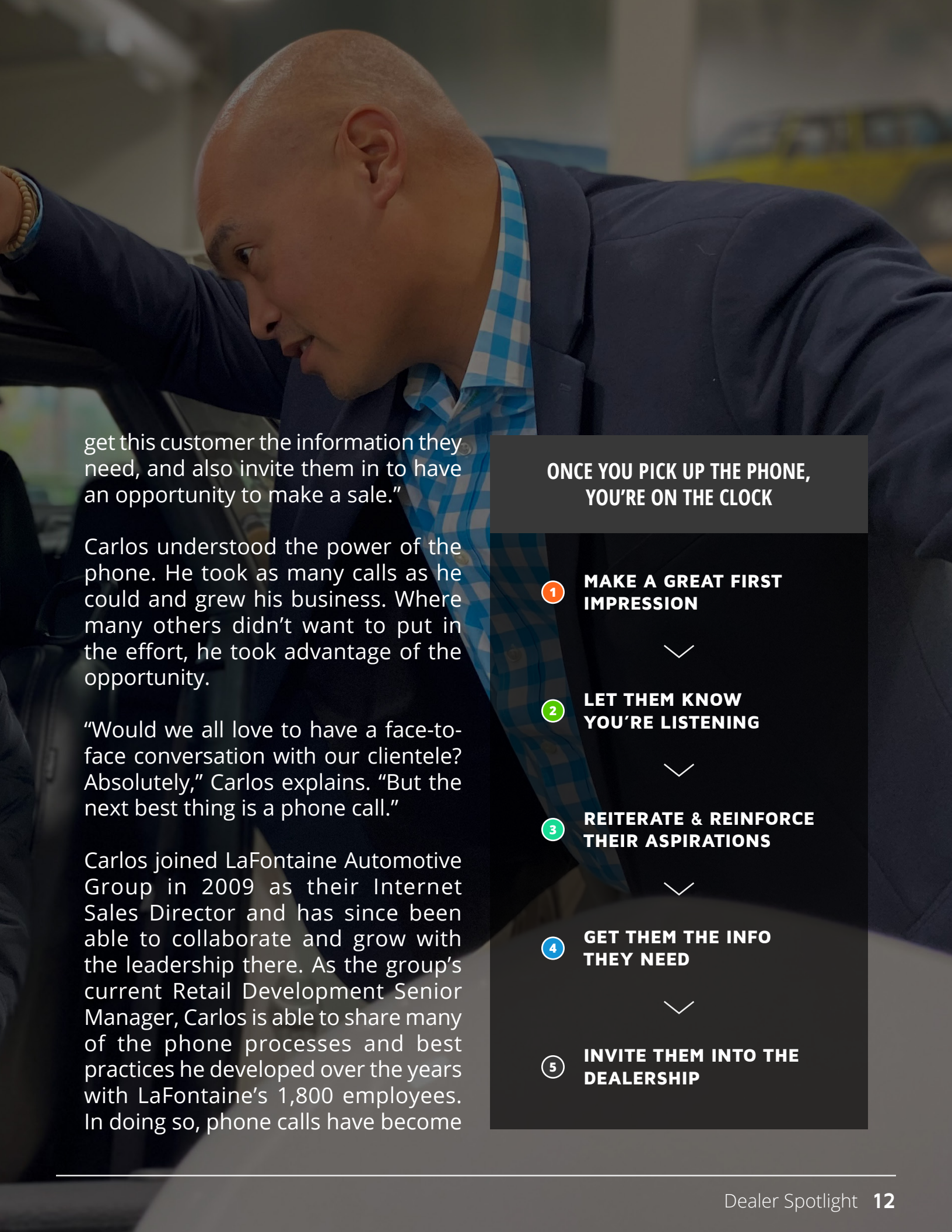
Sr. Director of Marketing

Prior to entering the automotive industry, Carlos Mojica spent long hours working in retail managing multiple sporting goods stores. It wasn't until 2003 that Carlos turned his passion for vehicles into selling cars at a Ford dealership. As the self-appointed "new guy on the block," Carlos had to find a way to survive in a showroom filled with 22 veteran salesmen with well-established books of business. Instead of throwing in the towel, Carlos leaned on his background in retail sales and customer service to lay the groundwork for his successful future career in automotive.

As a salesman, Carlos started out by leveraging online queries and email

communication — both of which he was exposed to in his prior retail role. He jumped at every walk-in opportunity he could get to quickly enough on the lot. He worked the phones and made follow-up calls a regular part of his day. The game changed, however, when he started *taking* phone calls.

"You learn quickly as a new salesperson how to unpark a phone call as it's coming in," Carlos laughs. "Once you have that opportunity, you're on the clock with that customer. You have to create a great impression with the guest, let them know you're listening to them, reiterate and reinforce whatever their aspirations are, do a mental assessment of what angle to take to



get this customer the information they need, and also invite them in to have an opportunity to make a sale.”

Carlos understood the power of the phone. He took as many calls as he could and grew his business. Where many others didn’t want to put in the effort, he took advantage of the opportunity.

“Would we all love to have a face-to-face conversation with our clientele? Absolutely,” Carlos explains. “But the next best thing is a phone call.”

Carlos joined LaFontaine Automotive Group in 2009 as their Internet Sales Director and has since been able to collaborate and grow with the leadership there. As the group’s current Retail Development Senior Manager, Carlos is able to share many of the phone processes and best practices he developed over the years with LaFontaine’s 1,800 employees. In doing so, phone calls have become

ONCE YOU PICK UP THE PHONE, YOU’RE ON THE CLOCK

1

MAKE A GREAT FIRST IMPRESSION



2

LET THEM KNOW YOU’RE LISTENING



3

REITERATE & REINFORCE THEIR ASPIRATIONS



4

GET THEM THE INFO THEY NEED



5

INVITE THEM INTO THE DEALERSHIP

even more of a focus for the group from the top down. As a dealership's lifeline, phone calls are always a topic of conversation at LaFontaine.

As a rapidly growing dealership group, LaFontaine understands the importance of being at the forefront of phone call technology. With this in mind, LaFontaine made the decision to partner with Car Wars in 2018. Car Wars was able to offer distinct advantages compared to prior call tracking companies used. The first was the in-depth, detailed insight Car Wars provides into inbound calls. The second was the fact that Car Wars offers this data on outbound calls as well.

"Getting the data set of outbound calls was a game changer for us," Carlos explains. "We're able to see both the quantity and quality of our outbound calls — Car Wars is able to get you that visibility."

Since starting with Car Wars, LaFontaine has been able to shape and measure their non-negotiables (internal team standards) around Car Wars' metrics. An example of this includes holding salespeople accountable for making 25 outbound calls per day per salesperson. Car Wars' reporting helps set agents up for success and bring them one step closer to a car sale or repair order completed.

“Would we all love to have a face-to-face conversation with our clientele? Absolutely. But the next best thing is a phone call.”



THE CRISP METHODOLOGY



CONNECT

Connect each caller quickly to a qualified agent. Make picking up the phone a priority and never leave a caller stranded.



REQUEST & INVITE

Request the appointment on every call and Invite the caller into the dealership for a test drive.



SET

Set a firm appointment with a specific date and time, and confirm with a reminder.



PURSUE

Pursue new leads and reach out to established customers, rescue stranded calls, and save missed opportunities.

Furthermore, Car Wars' CRISP methodology assists in guiding LaFontaine's phone handling goals and keeps their stores focused on key phone metrics. CRISP is a simple yet effective acronym Car Wars uses that includes all the essential elements of a successful phone regimen. CRISP stands for Connect, Request & Invite, Set, and Pursue.

"Right now, Connect is our number one priority," Carlos shares. "For a guest to pick up the phone and dial a LaFontaine store... We can't take that for granted. We have to maximize that opportunity."

Carlos uses Car Wars data to determine if there's a *process problem* or *people problem* in connecting customer calls. Carlos defines a "process" problem as a technology challenge such as how a phone system is set up, how a bridge is set up, or how calls are being routed. On the other hand, a "people" problem is when a phone handler isn't trained properly or isn't empowered to service the customer correctly.

"People overlook the Connect score," Carlos says. "There are a lot of nuggets to uncover in Connect. There could be broken phone trees or ring groups, not having the right people answering the calls, how often people are checking voicemail, or how many times customers are dropping off and not even getting to voicemail."



That said, Carlos reiterates how important it is to inspect what you expect. Carlos examines the reasons calls are not connecting to understand what's happening on unconnected calls and why customers aren't receiving the help they need. When calls do get missed, however, it's critical to follow up with those customers and maximize the opportunity. Carlos leverages Car Wars' missed opportunity alerts that notify managers and/or designated team members when callers don't connect.

"Speed is everything," Carlos explains. "Once you get a missed opportunity alert, we advise the person who is receiving

them — whether that's a manager or assistant manager or someone in the BDC — to get to them as quickly as humanly possible. **Time kills deals, and it kills customer experience.**"

Carlos instructs his team to reach back out to a missed caller within ten minutes of receiving a missed opportunity alert. He equates the importance of these alerts to that of an internet lead. After replying within ten minutes, his team notates the outreach in CRM and leverages click to call to have the right data to measure the success of this follow-up process.

"There's proof in the pudding," Carlos concludes. "Car math is right: If I make the attempts, if I make the contacts, if I make the appointments, and if I hit the shows and solds... it's not rocket science, it's just effort. And it's a structured effort. **When sales correlate with the number of calls and connected calls on our outbound pursuit, that's a great story.**"

From Carlos' first days on the lot selling cars, he recognized the opportunity that exists when you harness the power of the phone. With the help of Car Wars, LaFontaine is able to use phone call reporting to ask the right questions, gain clarity and insight, understand the results they're getting, and make adjustments where necessary. As Carlos explains, it's important to get everyone involved to understand and leverage the data. Only then do real results occur.

"When sales correlate with the number of calls and connected calls on our outbound pursuit, that's a great story."

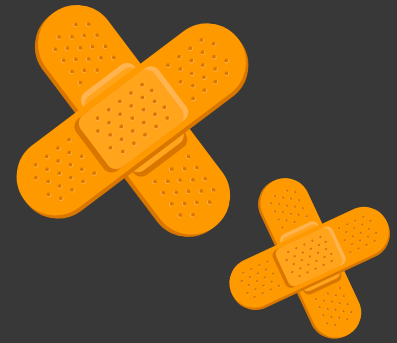


LEARN MORE

To learn more about how growing dealership groups like LaFontaine Automotive Group are leveraging Car Wars to gain transparent, actionable insight into every inbound and outbound call in Sales and Service, visit www.carwars.com/home.

NO MORE BAND-AID FIXES FOR OUTBOUND SPAM

IT'S TIME FOR CARRIER REGISTRATION



WRITTEN BY

Riley Tendler
Marketing Specialist

Spam calls, a nuisance to say the least.

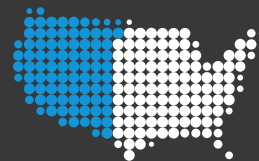
According to [Truecaller's yearly U.S. Scam and Spam Report](#), in 2020, **56 million Americans received spam calls** — a **17% increase** from 2019. Further to this fact, the average American received **18.2 spam calls per month in 2019** versus **28.4 spam calls per month in 2020**. This trajectory has only continued with Americans receiving an average of *one spam call per day in 2021!*

The rapid surge in spam has caught the attention of the national government. Entities such as the [Federal Communications Commission \(FCC\)](#) and [Federal Trade Commission \(FTC\)](#) have launched ongoing efforts to protect Americans from spam.

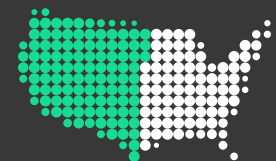
2019

2020

AMERICANS RECEIVING SPAM CALLS

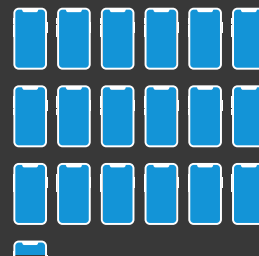


43 Million

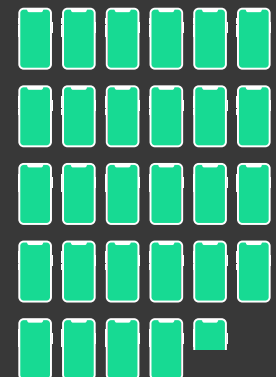


56 Million

AVERAGE SPAM CALLS PER MONTH



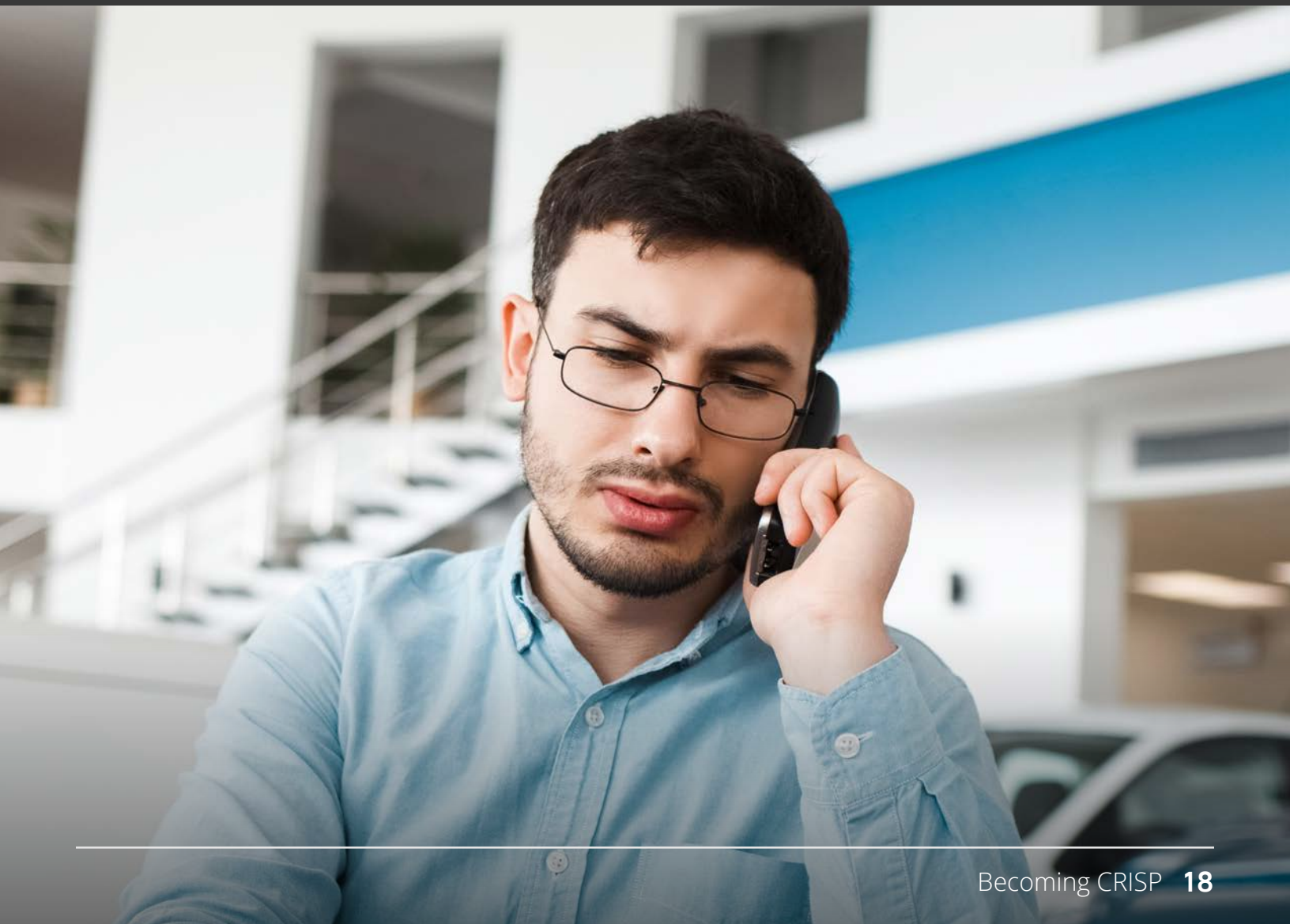
18.2 Calls



28.4 Calls

However, repercussions from this have led to legitimate businesses being negatively affected, specifically with outbound calling efforts. Automotive dealerships rely on outbound calls to reach prospective customers and bring in revenue. With national carriers now protecting their customers, dealerships are at risk of being marked as “Spam” or “Scam Likely,” prompting customers to ignore these calls.

Recently, dealers are swapping out numbers once they are flagged as spam. This reactive approach is only temporary though. With the high volume of calls coming from a dealership’s main number, it is only a matter of time until carriers identify this and mark the number as “Spam” or “Scam Likely” once again. Dealers then have to rotate to another new number, repeating the tedious process all over again in a frustrating loop.



So what is a long-lasting fix for dealers to not be affected by spam?

Carrier Registration. Car Wars created Carrier Registration as the solution dealerships need to combat outbound spam flagging. Carrier Registration improves connectivity by reducing the risk of outbound calls marked as spam in three ways:



Major carriers are notified of legitimate numbers registered with Carrier Registration.



Carrier Registration allows dealers to monitor and manage the registration process.



Carrier Registration maintains ongoing protection for users and their registered numbers.

In addition to Carrier Registration, Car Wars offers **Individual Agent Lines**. Carriers will often mark an unregistered number as “Spam” or “Scam Likely” if a large volume of calls is coming from it. By providing each agent in a dealership with his or her own individual line, the quantity of outbound calls is dispersed and divided between multiple numbers.

Overall, while fighting against the abundance of spam calls is justified, the methods in place should not hinder

the operations of legitimate businesses. With Carrier Registration from Car Wars, dealerships can continue their outbound calling efforts to generate revenue and can be confident in avoiding the issue of being marked as “Spam” or “Scam Likely” by national carriers.

To learn more about Carrier Registration and how Car Wars is helping dealerships combat spam, visit:

www.carwars.com/home/solutions/carrier-registration

WHAT'S NEW AT CAR WARS?

Each one of our new enhancements is designed to make you work smarter, not harder.

WRITTEN BY

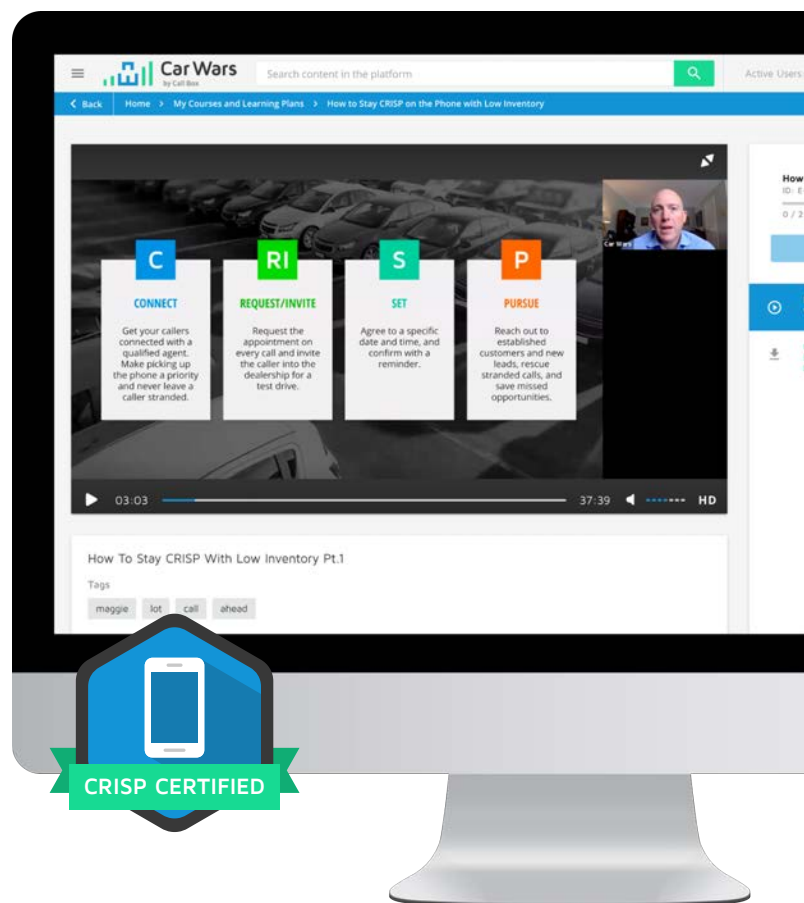
Jackie Bowers

EVP of Marketing & Product Planning

Take a
look!

CRISP CERTIFICATION

You know your team needs to improve on the phone, but who has the time to train and retrain each and every agent? Our revamped CRISP Certification program is a virtual phone skills training program based on the CRISP Methodology that **ensures salespeople are trained and certified to effectively handle customer inquiries.** We monitor daily performance on every phone call across your team. If anyone drops below key metrics, those specific team members are targeted for re-certification. Learning objectives and training engagement is measured so store managers can see precisely who is engaged with training and who is not. Unlike traditional training programs, turnover is anticipated and built into the system. New hires are trained and certified to be CRISP and phone ready.



► [Learn more about CRISP Certification](#)

[NEW TRACKING LINE](#) [REPLACE CALLER ID LINE](#) 5 Lines Returned

Local Business Number
972-555-0000

Reception or Guest Services
972-555-1000

Search

Outbound Caller ID 214-555-0000 RINGS TO 469-555-0000	Registered 7 CALLS IN PAST 45 DAYS
Outbound Caller ID 214-555-1000 RINGS TO 469-555-1000	In Progress 5 CALLS IN PAST 45 DAYS
Website 214-555-2000 RINGS TO 469-555-2000	
Billboard 214-555-3000 RINGS TO 469-555-3000	
Google My Business 214-555-4000 RINGS TO 469-555-4000	

Registration Status ×214-555-1000
Outbound Caller IDAT&T **Registered**
Number successfully registered!Sprint **Registered**
Number successfully registered!T-Mobile **Registered**
Number successfully registered!Verizon **In Progress**
Registration request submitted on 01/31/22 has been accepted and is in processing. Expected completion is 5 days from submission.

CARRIER REGISTRATION

Due to increased spam sensitivity and call blocking by national phone carriers, outbound calling efforts from legitimate businesses are at high risk of being mistakenly flagged as spam and suppressed before they reach consumers. The problem is plaguing dealerships trying to follow up with customers. With Carrier Registration, **authenticate your outbound efforts and remove the frustration of combating “spam likely”**

to focus on what matters — connecting with customers. Carrier Registration registers outbound caller ID numbers across major carriers to reduce call blocking and tagging of outbound calls. Additionally, it provides complete insight into the registration process, proactively monitors your registered numbers, and automatically handles the appeal process if a carrier flags a number.

► [Learn more about Carrier Registration](#)



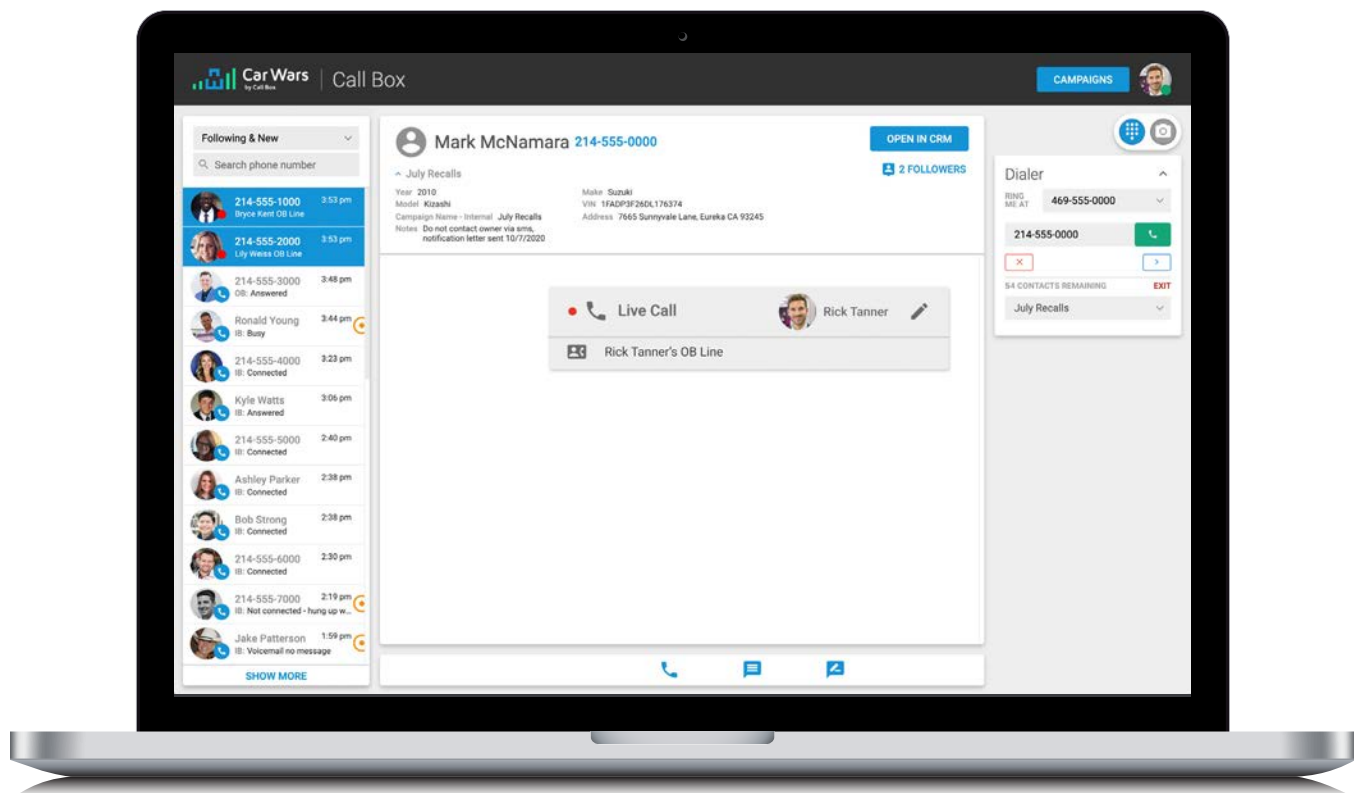
CAR WARS CLOUD PHONE SYSTEM

Powered by GoToConnect

More often than not, a dealership's endpoint phone system is a headache rather than an operational asset. For years, phone systems and IT companies have lacked the features, reliability, and industry expertise to support the needs of dealers. To solve for this gap, GoToConnect and Car Wars have

developed an integration to give dealers access to a smarter, simpler phone system. By capturing the raw data from the GoToConnect phone system, Car Wars is able to analyze and report on inbound and outbound phone calls and text messages **with or without the use of tracking lines.**

► [Learn more about the Cloud Phone System and GoToConnect Integration](#)



CAMPAIGN DIALER

Ever pass out a printed spreadsheet of customers that need to be called to your team? Making sure those customers are actually called is a challenge in itself, let alone tracking the progress of the calls on that list. The new Campaign Dialer

functionality in Call Box enables your team to **create calling lists, assign those lists to agents, efficiently place calls from Call Box, and report on campaign progress.**

► [*Learn more about the Campaign Dialer*](#)

The background of the entire advertisement is a vibrant yellow, densely packed with golden-brown potato chips of various shapes and sizes. In the bottom right corner, a black telephone handset is positioned diagonally, its coiled cord extending towards the bottom edge. The handset features a speaker grille at the top and a small rectangular display or button area in the middle.

Phone skills training you can really sink your teeth into.

To learn more, visit:

www.carwars.com/home/a/car-wars-crisps



CRISP Certification is a virtual phone skills training program that ensures salespeople are trained and certified to handle every call.