



CAR WARS DEALER USES CRM MAINTENANCE AND SEES

# HUGE LIFT IN GROSS PROFIT

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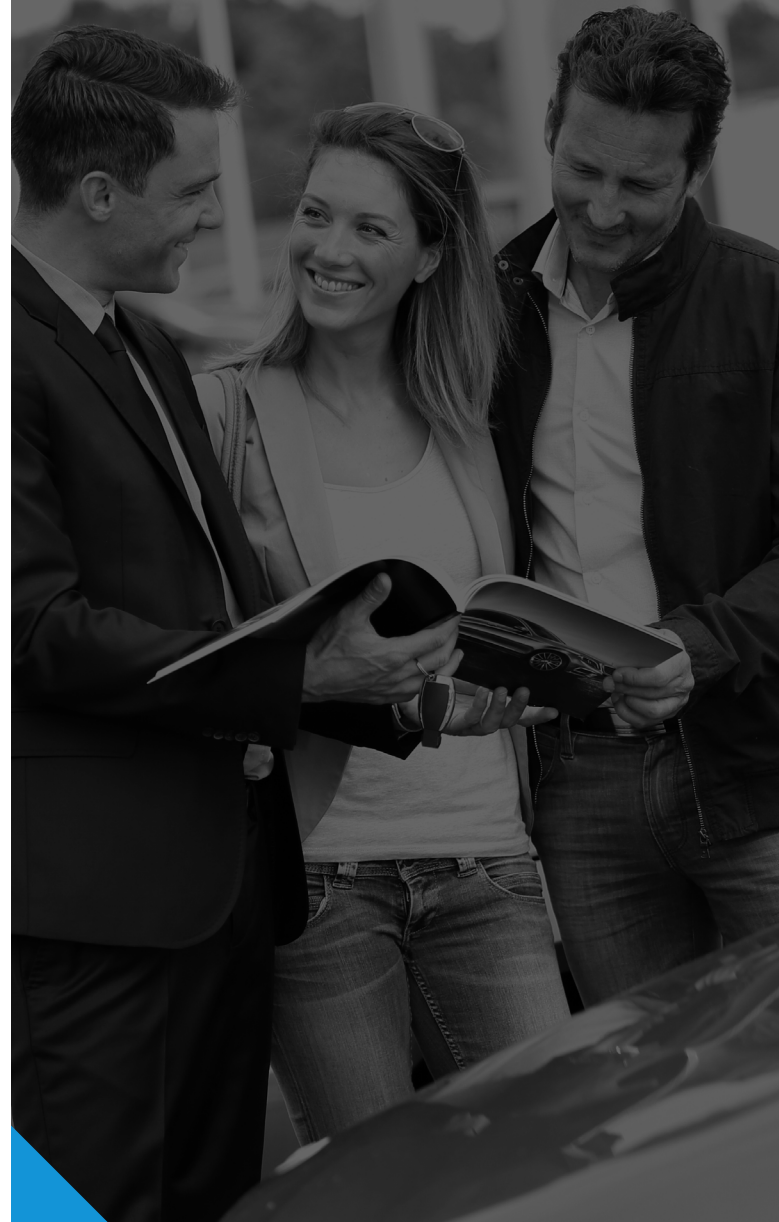
## BACKGROUND

Dealerships spend a lot of time and money driving quality Sales leads. Much of the workflow that converts leads into sales depends upon a phone up being logged and assigned in the CRM. Usually, getting that to happen is like moving mountains; most dealers can expect leakage of up to 25%. **Here's where things typically go wrong: there are hundreds of calls showing up in the CRM and only a handful of them are actually true leads. Listening to all of the Service, Parts and Vendor calls to find the Sales leads would take forever, so no one does it.**

One of our clients – like any other dealership – encountered the same challenge at its store. Its Internet Manager noticed the difficulty in aligning the group's appointment-oriented values with the dealership's lack of a BDC department. Phone calls were ringing to the Sales floor and the Internet Manager had no idea which agent was picking up. Furthermore, a majority of the time a salesperson would “go put his hands on the vehicle,” and forget to log the lead as a phone up – or, worse, forget to log the lead completely.

The store was completely blind to how many opportunities were coming in from the phone.

So the Internet Manager put Car Wars' CRM Maintenance team to work. The team logs into the dealership's CRM and combs the Desk Log for calls that need to be logged and assigned. By assigning each phone call to the appropriate agent, indicating a source based on the tracking line label and appending the call into an existing prospect (or creating a new prospect), Car Wars has



“ CRM Maintenance allows us to capture more business from soft appointments and opportunities missed.

– STORE'S INTERNET MANAGER

helped the dealership see a 25% increase in phone leads and sold units from phone ups in CRM (in a year-over-year and month-over-month comparison).

The results weren't just an immediate boost in numbers but an improvement on overall phone accountability. **Store managers began understanding where leads were coming from, who was taking phone ups and how leads were being assigned. The team started doing more with the leads it was already driving. For instance, if an agent didn't enter a lead, a new task would be created for the agent to follow up with it. As a result, Sales opportunities were more quickly and efficiently salvaged.**

The dealership implemented Car Wars' CRM Maintenance service in July 2017 to help streamline CRM lead assignment and get more at-bats on phone calls. Since then, the dealership has doubled its gross profit and seized 3,418 more Pursue Opportunities. Additionally, within just the first three months utilizing the resource, agents pinpointed 1,399 more Pursue Opportunities, and its Car Wars Pursue score<sup>1</sup> increased by 246%.

***Pursue Opportunities are unbooked opportunities that should receive an outbound call to book a firm appointment. Declined appointments, soft appointments and no appointment requests are considered Pursue Opportunities.***

## DISCOVERY

By automating CRM lead assignment, agents don't need to enter a phone code to identify every single phone up. Consequently, tasks are created for them in the CRM, driving activity that results in real revenue opportunities – or what we call at Car Wars: appointment opportunities.

Here's what the store saw:

### WITHIN 3 MONTHS

#### MORE AT BATS

SALES OPPORTUNITIES	534 ▶ 578
PURSUE SCORE <sup>1</sup>	23.5% ▶ 81.3%
PURSUE OPPORTUNITIES	1,938 ▶ 3,337
PURSUE OPPORTUNITIES SEIZED	244 ▶ 845

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<sup>1</sup>The Car Wars Pursue score is calculated by the percentage of outbound live conversations a dealership achieves out of its Pursue Goal (based on best practices and call volume).

## WITHIN 1 YEAR

### CRM IMPROVEMENT

JULY '17		JULY '18	
509	PHONE UPS	681	
\$149,911	PHONE UPS GROSS	\$259,622	
AUGUST '17		AUGUST '18	

102	TOTAL UPS IN SHOWROOM	138
81	PHONE UPS: APPTS SHOW	126
29	PHONE UPS: APPTS SOLD	39
16	PHONE UPS: DEMOS	29

### MORE AT BATS

SALES OPPORTUNITIES CLAIMED	160 ▶ 274
PURSUE SCORE <sup>1</sup>	23.5% ▶ 57.6%
PURSUE OPPORTUNITIES	1,938 ▶ 5,356
PURSUE OPPORTUNITIES SEIZED	0 ▶ 15

## DOING MORE WITH THE LEADS THEY WERE ALREADY DRIVING

To see more showroom traffic, agents need more opportunities on phone calls. **With Car Wars logging into the dealership's CRM dashboard several times a day and searching for new sales opportunity calls, the store saw more booked appointments, shows, demos and total gross – all from phone ups. Managers solely had to manage tasks; Car Wars was replenishing their CRM with tasks for leads they were already paying to get.**

"We like being able to see all our Sales calls in one place," said the Internet Manager. "We review all incoming calls to follow up with each customer in order to assist and schedule an appointment."

The results not only produced more sold vehicles; the deals they began selling were higher quality. Average gross per vehicle doubled year-over-year and month-over-month, portraying just how much higher quality a phone up is than an Internet lead or a fresh-up. On top of that, with artificial intelligence identifying the agent handling each call, managers could pinpoint training opportunities within Car Wars reports to continuously instill a culture of phone accountability.

## WANT IN ON THE SUCCESS THIS CAR WARS DEALER HAS SEEN?

Let us help! To get started today, call 833-211-9801 or visit [carwars.com/home/solutions/crm-maintenance/](http://carwars.com/home/solutions/crm-maintenance/)