



INTERNET SALES MANAGER

USER GUIDE

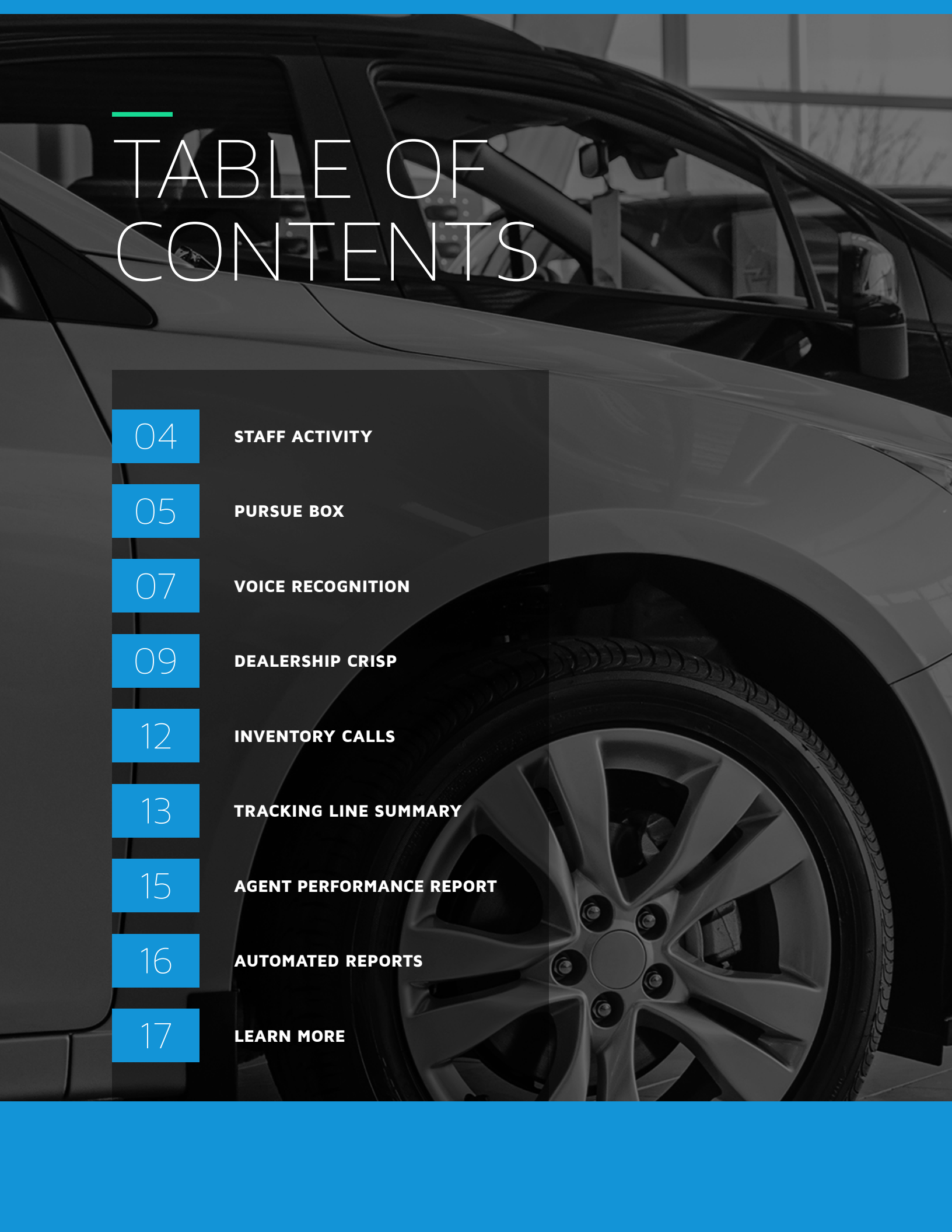


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LEARN MORE

INTERNET SALES MANAGERS & **CAR WARS**

Car Wars is the premier call tracking provider used by more than 15,000 dealerships to capture more appointments over the phone. Car Wars identifies the calls needing attention and alerts managers to take action, gives dealers complete insight into what is happening on the phone, and actively helps them improve phone performance.

INTERNET SALES MANAGERS USE CAR WARS TO



Hold their team accountable for calling internet leads promptly.



Ensure the internet team is making the necessary amount of calls per day.

CAR WARS REPORTS

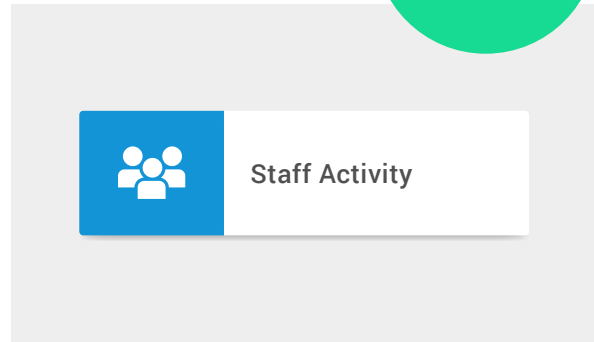
When utilizing Car Wars reporting, you should be able to effectively manage your phone performance in less than 30 minutes each morning. These daily reports should be used alongside Car Wars alerts throughout the day.

1

STAFF ACTIVITY

GO TO
STAFF
ACTIVITY
REPORT

The [Staff Activity Report](#) gives you a holistic view of who is doing a good job on the phone and who should undergo further CRISP training. The Staff Activity Report pairs inbound and outbound phone calls to make staff performance easier. Reviewing this report on a daily basis instills outbound accountability among agents.



Check yesterday's Staff Activity Report:

- Check team's performance to see who is handling calls. Identify if an individual agent needs help to request appointments or booking appointments.
- Look at how many calls were unclaimed. Work with your team to claim their phone calls with their phone code or complete [Voice Recognition enrollment](#).
- Review the total number of live conversations each agent had yesterday to assess outbound performance. Who is successfully executing outbound calls and reaching the customer?

CARWARS
OWN THE PHONE

Dashboard
Pursue Box
Car Wars Reports
Resources
Configuration
Enterprise Reports
Search For A Call
Dialer
Account | Dept
Support

Oct. 1 - Oct 8, 2019

OUTBOUND AND INBOUND STAFF ACTIVITY

OUTBOUND

Agent	Total Outbound	Unique Outbound	Live Convo	Vehicle Appt Convo	Appt Set	Avg. Talk Time	Sales Opps Claimed	Appt Requests	Appts Booked (Firm Soft)
David Allen	873	499	116	12	4	1:09	2	2	0 1
Wendy Miller	843	434	76	11	9	1:09	10	8	3 4
Adam Klein	685	331	73	9	4	1:05	10	1	1 0
Mike Cannon	644	429	76	7	1	1:21	5	4	2 1
Amy Graham	611	370	95	6	2	1:00	8	4	1 2
Ben Mitchell	311	120	46	11	4	1:04	1	1	0 1

INBOUND

Rick Tanner
Ford of Williamstown

REVIEW FREQUENCY



Ongoing basis throughout the day

2

PURSUE BOX

GO TO
PURSUE
BOX

The [Pursue Box](#) collects the most important calls that require immediate attention. Checking frequently throughout the day to pursue unbooked opportunities that should receive an outbound call to book a firm appointment. This gives you an easy way to access the most critical Sales opportunities from the last 72 hours.



Pursue Box

CARWARS
OWN THE PHONE

- Dashboard
- Pursue Box
- Car Wars Reports
- Resources
- Configuration
- Enterprise Reports
- Search For A Call
- Dialer
- Account | Dept
- Support

Pursue Box

6 Outstanding Pursue Opportunities

Tue, Oct 1, 2019 - 1:23 PM

Connected, Sales opp, No appt request

Bryce Kent
67% Talk Time

214-555-0000 [CUSTOMER INFO](#) [OPEN IN CRM](#)

Website • 469-555-1000 • Ext 3

Recap By Human Review

Human review: The customer was calling to check the availability of any pre-owned vehicles. The agent tells the customer that he needs to check all the other stores for the availability of vehicle. The result of the call was: that the agent will call back the customer after confirming the availability of vehicle.

Transcription by IBM Watson

I am calling to see if you have any used Escapes on your lot. Thank you. We just had a friend who bought one and she likes

00:00 02:51

- Share a call to an agent via email for follow-up.
- Check to see if lead was logged and assigned in CRM by opening the customer's record directly through the Open in CRM link.



CARWARS
OWN THE PHONE

- Dashboard
- Pursue Box
- Car Wars Reports**
- Resources
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Rick Tanner
Ford of Williamstown

Pursue Box

6 Outstanding Pursue Opportunities

Tue, Oct 1, 2019 - 1:23 PM

Connected, Sales opp, [redacted]

214-555-0000

Website • 469-555-1000 • [redacted]

Recap By Human Reviewer

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00:00 02:51

Bryce Kent
67% Talk Time

[VIEW INFO](#) [OPEN IN CRM](#)

Customer Info

Did you reach the customer?

Yes, opportunity was seized

No, opportunity was not seized

Clean out the Pursue box by reaching out to the callers. Following the outbound call made through click-to-call, mark if you connected to the right person. If you have, that call will be removed from your Pursue Box.

REVIEW FREQUENCY



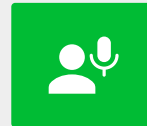
Ongoing basis throughout the day

3

VOICE RECOGNITION

GO TO
VOICE
RECOGNITION

[Voice Recognition](#) was created to make sure Voice Recognition has a complete voice profile of each of your agents. The dashboard notifies you of any unknown voice samples in your account. By identifying unidentified voice samples, you're providing machine learning a better voice profile for each of your agents which allows it to improve over time.



Voice Recognition

VOICE RECOGNITION

[What does the Voice Recognition status mean?](#)

Actions Needed

[WATCH THE HOW IT WORKS VIDEO AND MATCH ALL UNKNOWN CALLS!](#)

Watch the How It Works video



The video explains what Voice Recognition is, how it works, and how to improve call assignment.

5 voices need to be matched to staff members.

Cari keeps hearing these voices on appointment opportunity calls, but they don't sound like any voice she has learned. Listen to the audio samples and match them to a staff profile.

The interface displays three audio player controls, each labeled 'Unknown Voice'. Below the players is a dropdown menu labeled 'Choose Staff Member Speaking' and a 'SUBMIT' button.

What is an Unknown Voice Sample?

When Voice Recognition hears the same voice on appointment opportunity calls but cannot match the voice to any of existing Voice Profiles in your account, it creates an Unknown Voice profile for you to identify.

Resolve Unknown Voice Samples:

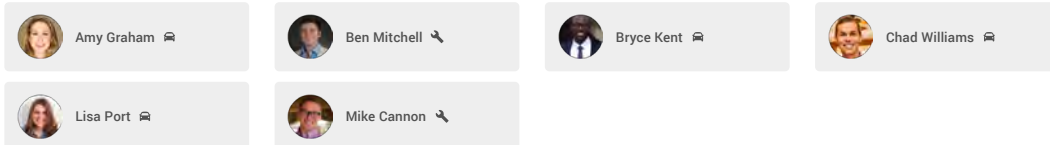
- Listen to the Unknown Voice Samples and identify the agent who handled the call.
- If the agent matching the voice sample doesn't show on the list below the recording, click the "Add Staff Member" button to add the agent to your account.

6 staff members need to provide consent or an initial voice sample.

Consent Needed



Learning Agent Voice



SEND ENROLLMENT REMINDERS

Ensure all staff have completed enrollment:

- Calls won't automatically be assigned to the agent who handled the call until the agent completes Voice Recognition enrollment and gives consent to their voice being used for this process.
- See the staff who haven't completed enrollment and send automated enrollment reminders these agents.

REVIEW FREQUENCY

✓ Weekly

4

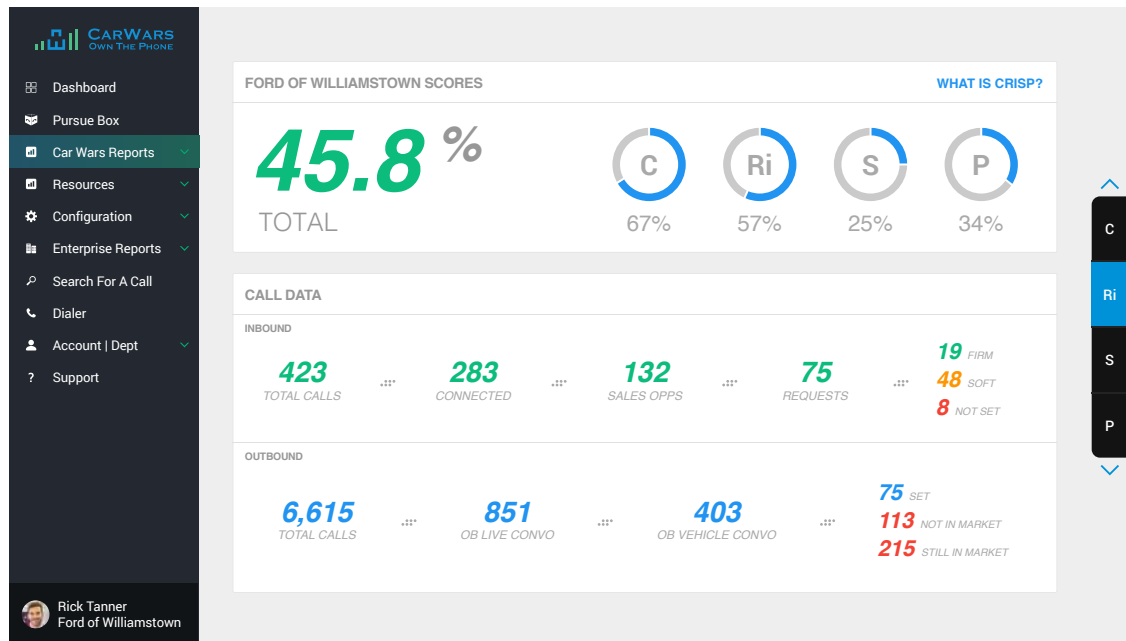
DEALERSHIP CRISP

GO TO
DEALERSHIP
CRISP REPORT

The [Dealership CRISP Report](#) is a bird's-eye view as to how their store is doing in each crucial phone metric. CRISP is the acronym to score your ability to **Connect** callers to someone who can help them, **Request** the appointment and Invite potential customers into the dealership, **Set** the appointment for a firm date and time, and **Pursue** opportunities by making outbound calls.



Dealership CRISP



CONNECT

Focus on the calls that never connected first. Why was a call stranded? Do you have someone following up with these customers in the morning?

CALLS THAT NEVER CONNECTED

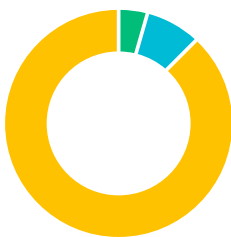


- 32% Reached voicemail, no message
- 29% Left a voicemail message
- 13% Left message with a person
- 13% Hung up while on hold
- 10% Other
- 3% Declined to leave a live message

PURSUE

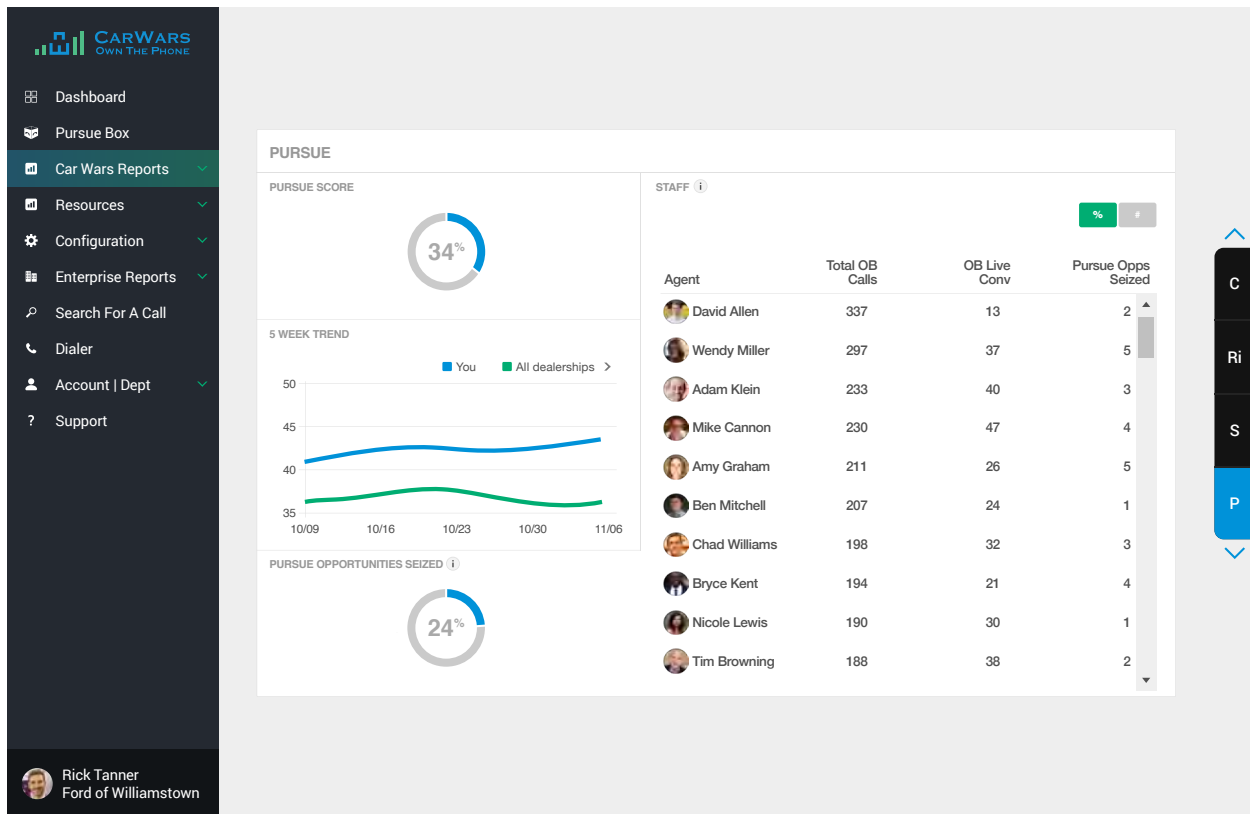
Check if your team pursued yesterday's stranded callers.

MISSED CUSTOMERS WHO RECEIVED A RETURN OUTBOUND CALL



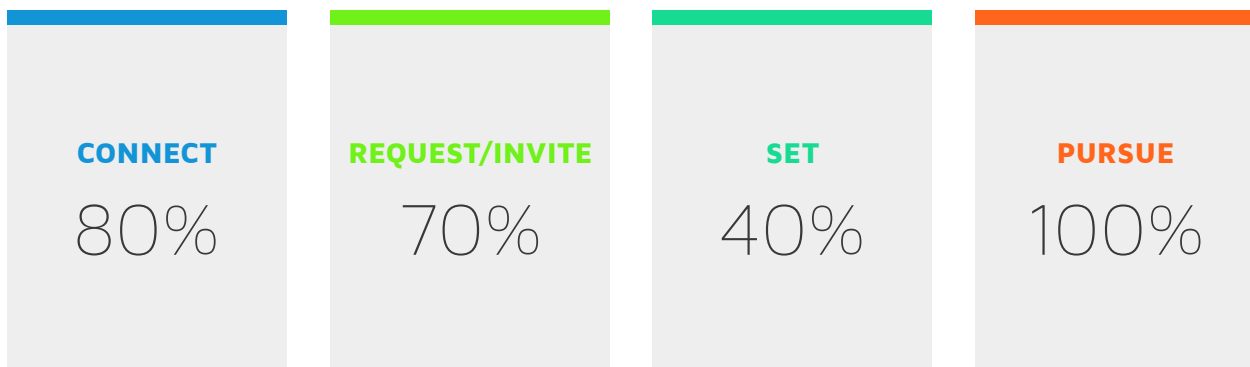
- 4% Received call and connected with a live conversation
- 8% Received call but didn't connect
- 88% Did not receive return outbound call

Under the Pursue section, take a look at how well your team is successfully reconnecting with missed appointment opportunities.



CRISP BENCHMARKS

100% on all of these metrics may be unrealistic. Car Wars recommends aiming for these CRISP benchmarks:



REVIEW FREQUENCY

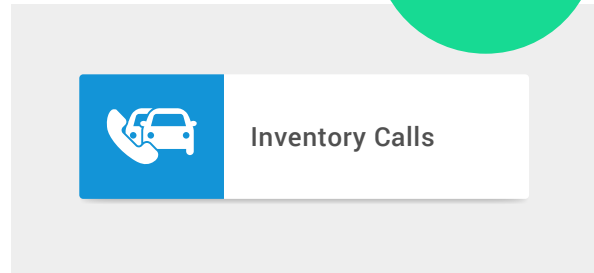
✓ Daily ✓ Weekly ✓ Monthly

5

INVENTORY CALLS

GO TO
INVENTORY
CALLS POD

The [Inventory Calls pod](#) houses all the calls identified as Sales opportunities (AKA your hottest leads) from yesterday and today. Prioritize your effort with callers who are ready to buy. Follow up and ensure they're invited into your dealership.



Wed, Oct 2, 2019 - 12:09 PM

Connected, Sales opp
No appt request

Bryce Kent
 29% Talk Time

214-555-0000
[Open in CRM](#)

Website • 469-555-1000 • Ext 3

Agent answers the call. Caller & agent greet each other. Caller's name is Rob – #214-555-0000. Caller is interested in the stock number: #12345, 2019 Ford Escape & asked for availability. Caller talks about his vehicle preferences regarding specs, features & color. Agent & caller set a call back for the agent to check the availability of the vehicle. Call ends.

Initiate a call to the customer with Click-to-Call!

- Salvage missed opportunities by calling and offering an appointment.
- Look for training opportunities and highlight those in weekly Sales meetings.
- Go into this pod each morning and call to confirm appointments.
- Make sure the lead is logged and assigned to an agent in CRM by using the **Open in CRM** link.
- Track how many Sales opportunities you receive on a regular basis.

REVIEW FREQUENCY

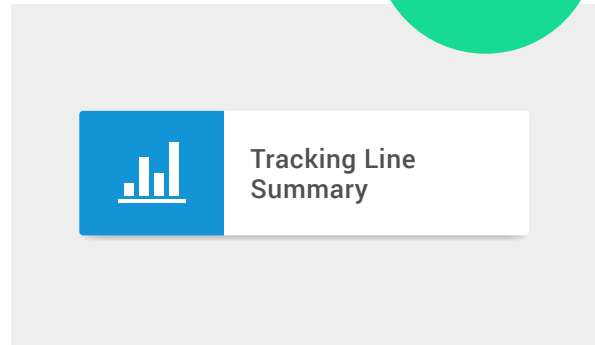
✓ Daily

6

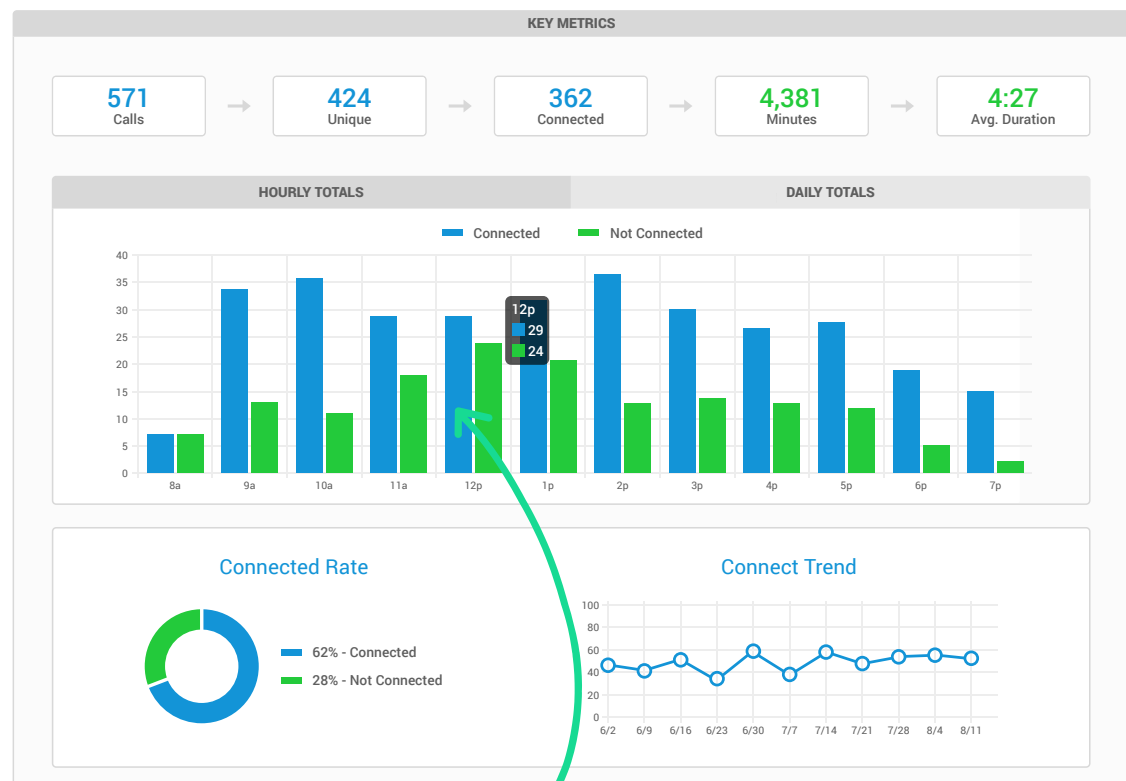
TRACKING LINE SUMMARY

GO TO
TRACKING
LINE
SUMMARY

The [Tracking Line Summary](#) shows you the total number of calls, Sales opportunities, and booked appointments each of your marketing and advertising sources generate. You can pinpoint which Marketing sources are driving the best leads, thereby identifying where it should continue investing its marketing dollars.



Tracking Line Summary



Almost half the calls aren't connecting at noon! Adjust lunch break schedules.

See if there are any trends in calls not connecting during certain times of the day or days of the week.



TRACKING LINE CALLS DATA							
INDIVIDUAL TRACKING LINE DATA				BRIDGE/EXTENSION TOTAL DATA			
Tracking Line ▼	Calls ▼	Unique ▼	Connected ▼	Sales Opps ▼	Appts Booked ▼	Minutes ▼	Avg. Duration ▼
Online Listings 469-555-2000	107	82	83	56	41	378	3:32
Website Homepage 469-555-3000	62	50	50	37	29	264	4:15
Cars.com 469-555-4000	39	27	28	20	14	149	3:49
AutoTrader.com 469-555-5000	14	14	12	12	7	56	3:59
Text Caller ID 469-555-6000	6	4	4	3	2	32	5:23

Check the Tracking Line Summary:

- Look at specific advertisements to see if any specific sources have a lower connect percentage than others. If so, are those sources being routed differently than other lines?
- Break down not only how many calls are coming in on each tracking line, but also the outcome of the conversation.
- Pinpoint which sources are driving Sales opportunities and booked appointments to identify where to continue investing marketing dollars.

REVIEW FREQUENCY

✓ Weekly

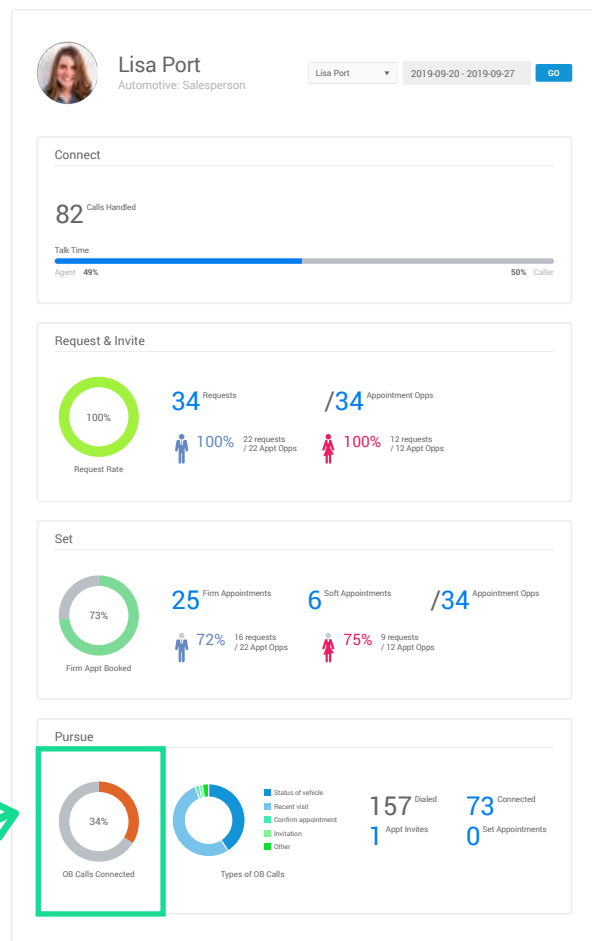
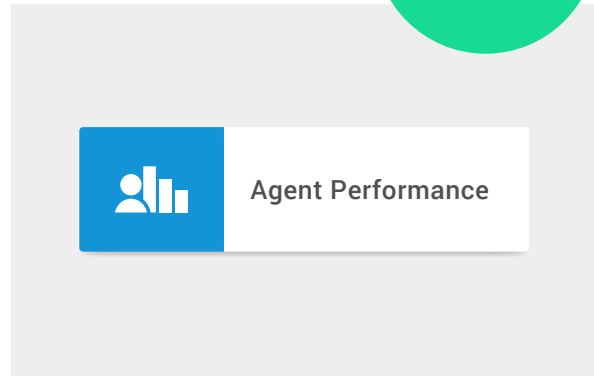
✓ Monthly

GO TO
AGENT
PERFORMANCE
REPORT

The [Agent Performance Report](#) provides a detailed view into how each agent is handling phone calls. The report allows you to pinpoint exactly where each agent can improve. Use this report alongside a daily checkout in CRM to increase accountability on every phone call or during one-on-one reviews with your team to help agents who are struggling.

- Select the agent from the dropdown for a full breakdown of agent's phone handling performance.
- Check how often the agent is requesting the appointment. Call to confirm soft appointments.
- Click on the blue hyperlinked numbers to pull up complete list of calls. Listen to the calls for training opportunities.
- See how well the agent is successfully executing on outbound calls. Focus on the number of *Connected* calls, not number dialed, meaning the call resulted in a live conversation.

Yikes, this agent is only pursuing 34% of callers!



REVIEW FREQUENCY

✓ Weekly

AUTOMATED REPORTS

GO TO
AUTOMATED
REPORTS

Use the [Automated Reports](#) page to receive any Car Wars report directly to your email inbox on a daily, weekly, or monthly basis. This helps keep your reporting in the forefront for continuous improvement. The reports are easily shared so you can hold other managers accountable to performance metrics.



Automated Reports

Build a new automated report

Customize your automated report to get the most important calls in your inbox. Add alerts for other calls, change the frequency of your alerts, or track high-level performance reports to each email.

1 Reports

Select the report(s) you wish to include.
If you would like to receive the Staff Activity report multiple times a day, do not select any other reports or calls.

Group Summary

Tracking Line Summary

Connect Performance

Request/Invite Performance

Dealership Trends

Set Performance

Staff Performance

AutoTrader.Com

Cars.Com

User Engagement

Car Wars Competitions

Dealership CRISP

Staff Activity

Call Volume

Enterprise CRISP

Agent Performance

2 Calls

What type of calls should we send you? Call alerts will let you listen to the audio recording and take action on each call.
If you would like to receive immediate alerts each time a particular type of call happens, select Individual Call Alert in the frequency section and do not select any reports above.

☐ All calls

Inbound

☐ Didn't Connect/No Message Left
 ☐ Hung Up On Hold
 ☐ Left Live Message
 ☐ Left Voicemail
 ☐ Inventory call
 ☐ Firm Date/Time
 ☒ Soft Date/Time
 ☒ Appt Not Set
 ☒ Failed to request an appointment

Outbound

☐ Outbound live call
 ☐ Appointment set (Outbound)
 ☐ Appointment no set (Outbound)

ⓘ

REVIEW FREQUENCY

✓ Daily ✓ Weekly
✓ Monthly

Staff Activity Report	✓	✓	✓
CRISP Report	✓	✓	✓
Agent Performance Report		✓	
Soft Date/Time			✓
Appointment Not Set			✓
Failed to Request an Appointment			✓

Set up **Missed Opportunity Alerts** to receive notifications via text or email every time a caller didn't connect to an agent, an agent failed to request an appointment, or a soft appointment lacking a scheduled date and time was set. The alert provides the most important call details so you can quickly react and capture interested customers.

LEARN MORE

Check out Car Wars' Tips & Tricks resource to learn more best practices and tools for leveraging the phone.



Tips & Tricks

Need help with your account? Click on the Support resource or contact Car Wars' Support Team at 214-446-7867.



Support

SCHEDULE A CONSULTATION

- Visit carwars.com/home/schedule
- Email clientsuccess@carwars.com

