



SERVICE DIRECTOR

USER GUIDE



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SERVICE DIRECTORS & CAR WARS SERVICE

Car Wars Service is the premier call tracking provider used by more than 15,000 dealerships to capture more appointments over the phone. Car Wars Service 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.

SERVICE DIRECTORS USE CAR WARS SERVICE TO



Equip Service managers with areas for focusing on phone improvement.



Change the culture of the phone in the dealership.



Rescue missed opportunities.



Train Service advisors how to handle the phone properly.



Spend marketing dollars on the sources that drive real Service opportunities.

CAR WARS SERVICE REPORTS

When utilizing Car Wars Service 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 Service alerts throughout the day.

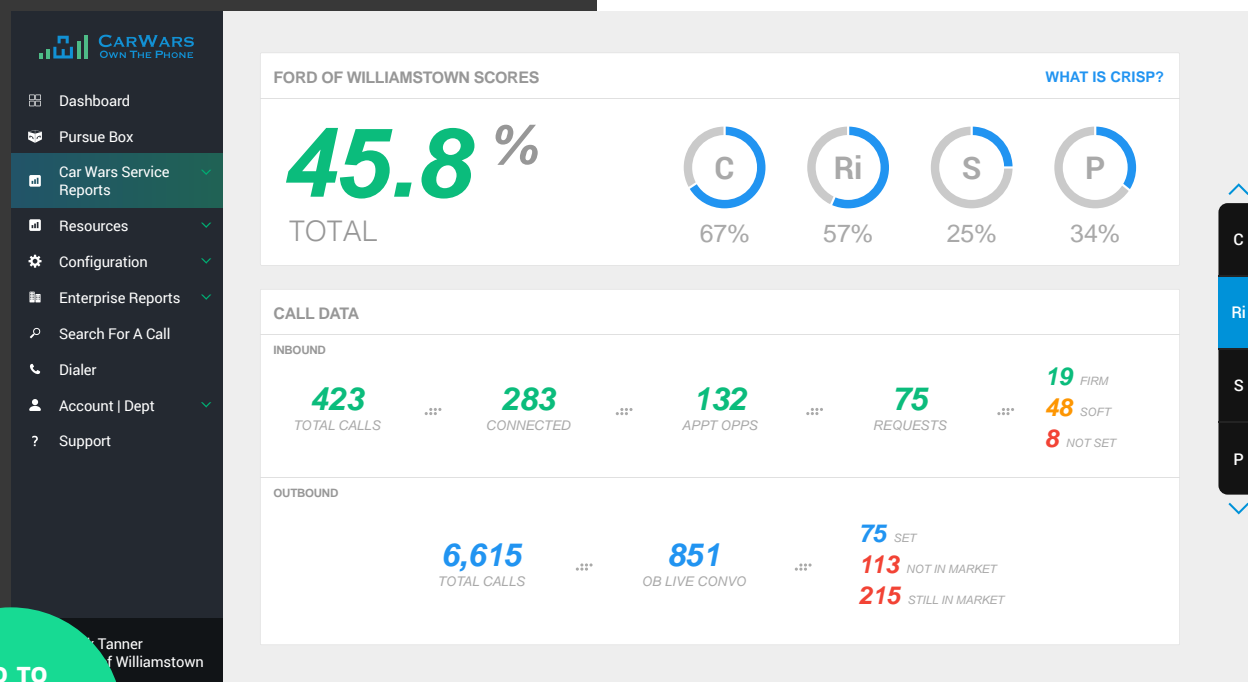
1

DEALERSHIP CRISP

The [Dealership CRISP Report](#) provides a bird's-eye view into 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 **Inspection** an in-person inspection with a factory-certified technician on every opportunity, **Set** the appointment for a firm date and time, and **Pursue** potential service customers and rescue stranded callers.



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

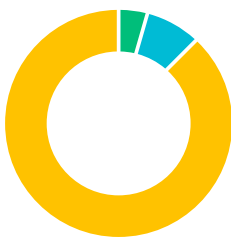


- 32% Reached voicemail, no message
- 29% Left a voicemail message
- 13% Left message with a person
- 13% Hung up while on hold
- 10% Other
- 3% Declined to leave a live message

PURSUE

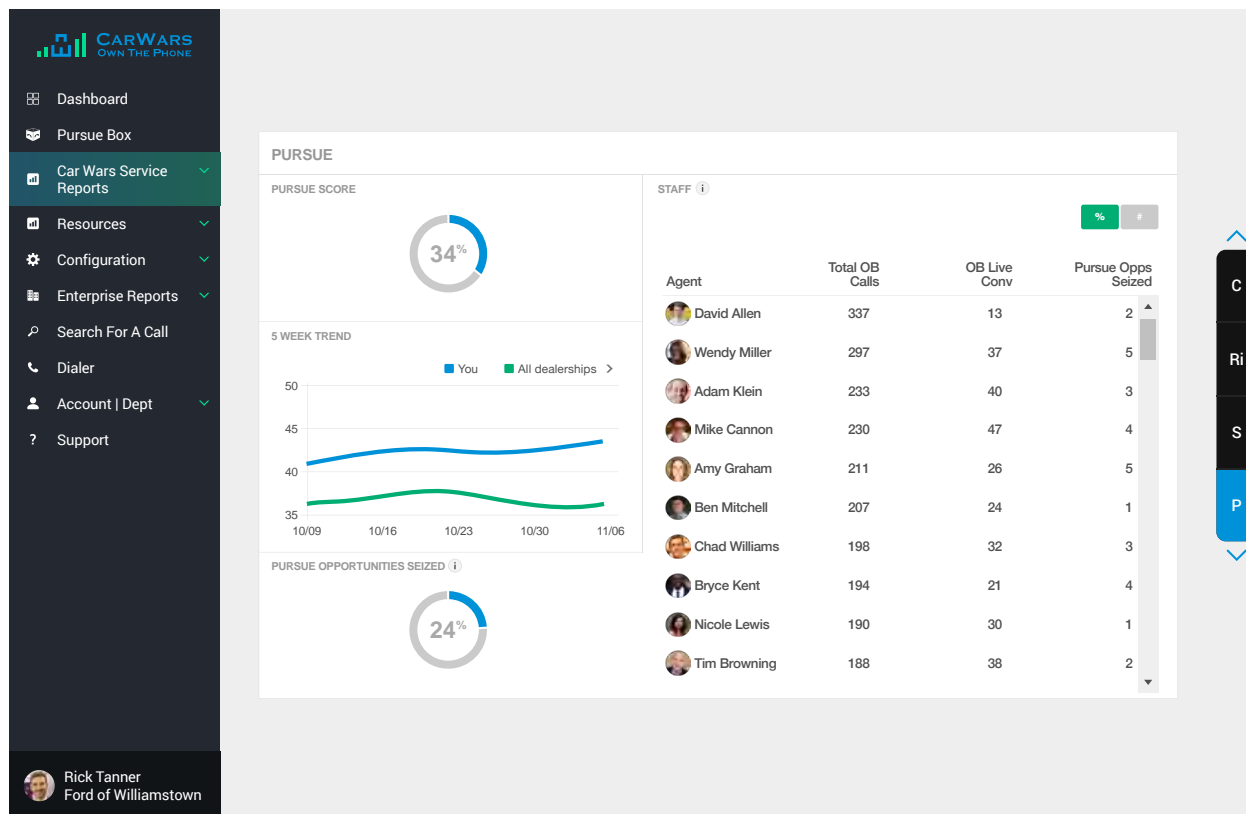
Check if your team pursued yesterday's stranded callers.

MISSED CUSTOMERS WHO RECEIVED A RETURN OUTBOUND CALL



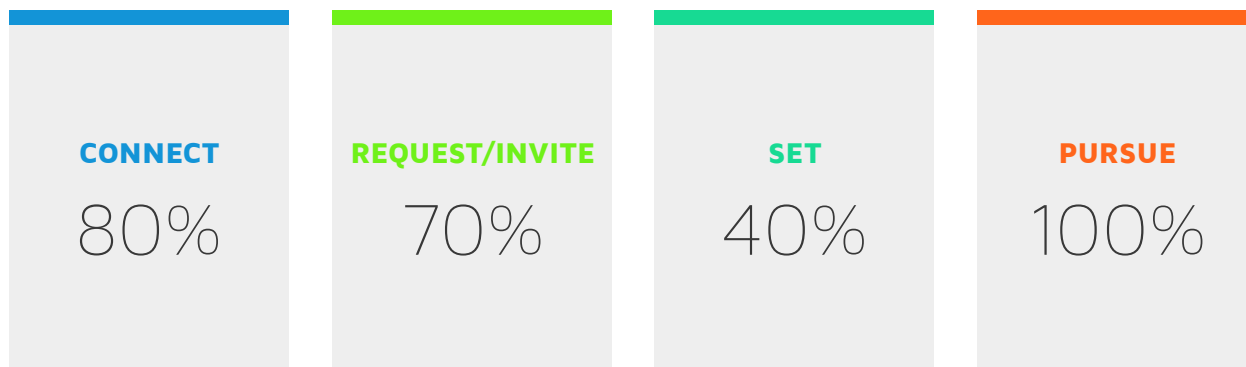
- 4% Received call and connected with a live conversation
- 8% Received call but didn't connect
- 88% Did not receive return outbound call

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 Service recommends aiming for these CRISP benchmarks:



REVIEW FREQUENCY



Ongoing basis throughout the day



Weekly



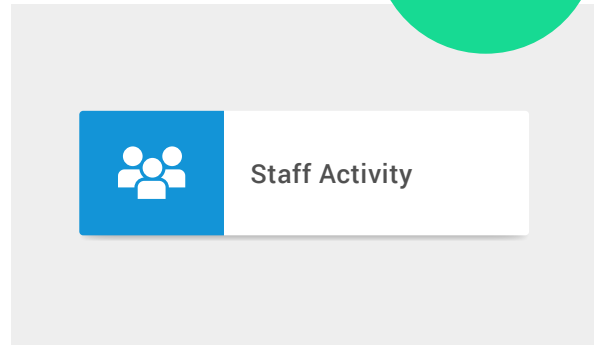
Monthly

2

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?

CAR WARS SERVICE

Oct. 1 - Oct 8, 2019

OUTBOUND AND INBOUND STAFF ACTIVITY

Agent	Total Outbound	Unique Outbound	OUTBOUND			INBOUND			
			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

Rick Tanner
Ford of Williamstown

REVIEW FREQUENCY



Ongoing basis throughout the day



Weekly



Monthly

3

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 appointment opportunities from the last 48 hours.



Pursue Box

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

Rick Tanner
Ford of Williamstown

Pursue Box

6 Outstanding Pursue Opportunities

Tue, Oct 1, 2019 - 1:23 PM

Connected, **No request**

Bryce Kent
67% Talk Time

214-555-0000

CUSTOMER INFO

OPEN IN CRM

Website • 469-555-1000 • Ext 2

Recap By Human Reviewer

Human review: The customer was calling to inquire about the pricing for an oil change for the vehicle. The customer's vehicle has 56,000 miles on it. The agent tells the customer that it will be \$70.68. The result of the call was: the customer thanks the agent for the information and call ends.

Transcription by IBM Watson

I am calling to see if you can tell me the cost of an oil change. I have a 2016 Ford F-150 and it has about 56,000 miles on it.

00:00 02:51

- Share a call to a Service advisor or another manager via email for follow-up.



CARWARS
OWN THE PHONE

- Dashboard
- Pursue Box
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- Support

Pursue Box
6 Outstanding Pursue Opportunities

Tue, Oct 1, 2019 - 1:23 PM

Connected, No request

Customer Info

Did you reach the customer?

Yes, opportunity was seized

No, opportunity was not seized

Recap By Human Reviewer

Human review: The customer was calling to inquire about the pricing for an oil change for the vehicle. The customer's vehicle has 56,000 miles on it. The agent tells the customer that it will be \$70.68. The result of the call was: the customer thanks the agent for the information and call ends.

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00:00 02:51

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.

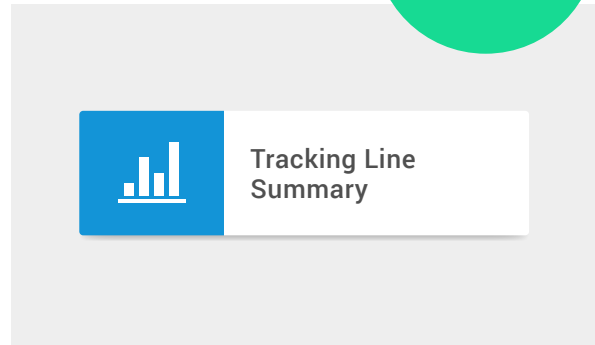
REVIEW FREQUENCY

✓ Ongoing basis throughout the day

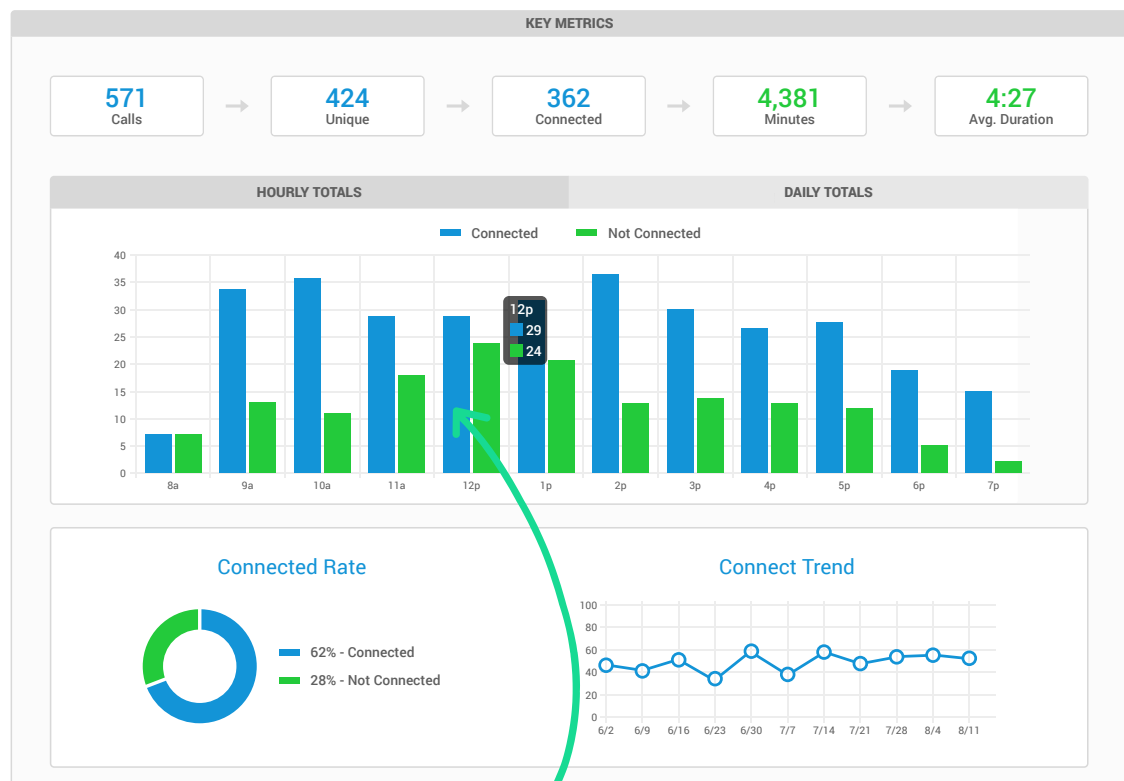
TRACKING LINE SUMMARY

GO TO
TRACKING
LINE
SUMMARY

The [Tracking Line Summary](#) shows you the total number of calls, RO 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.

Certified Service

TRACKING LINE CALLS DATA

INDIVIDUAL TRACKING LINE DATA				BRIDGE/EXTENSION TOTAL DATA			
Tracking Line ▼	Calls ▼	Unique ▼	Connected ▼	Sales Opps ▼	Appts Booked ▼	Minutes ▼	Avg. Duration ▼
Main Line 469-555-2000	107	82	83	56	41	378	3:32
Google 469-555-3000	62	50	50	37	29	264	4:15
Website Service 469-555-4000	39	27	28	20	14	149	3:49
Service Mailer 469-555-5000	14	14	12	12	7	56	3:59
Business Cards 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 Service opportunities and booked appointments to identify where to continue investing marketing dollars.

REVIEW FREQUENCY



Monthly

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)

Select Specific Tracking Lines

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

