



**Car Wars**  
by Call Box



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## WHAT'S THE PROBLEM WITH THE PHONE?

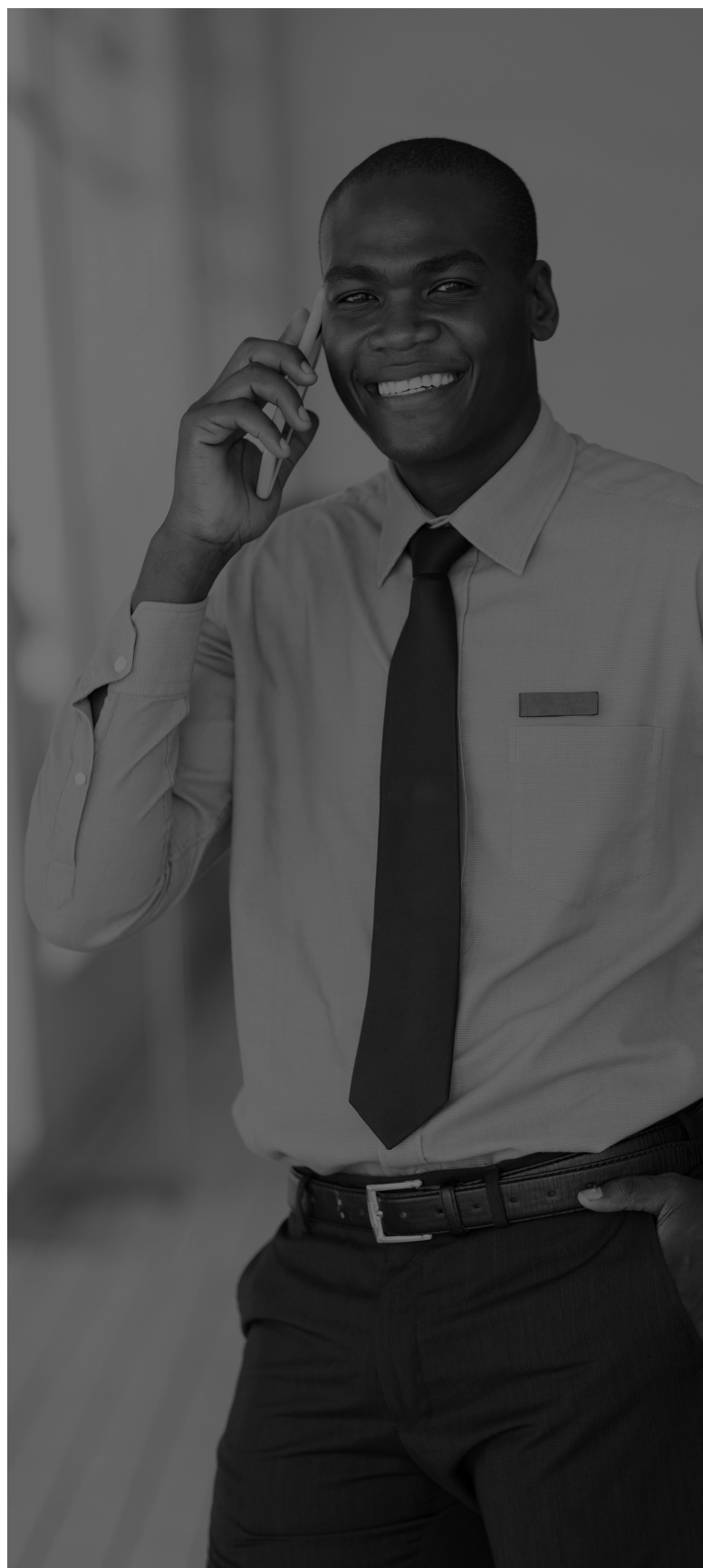
As competition in the automotive industry rises – consumers are doing more educated research online – every opportunity to secure one's business matters, which starts over the phone. A person calling your dealership isn't shopping around anymore; he or she is buying. Since the phone is the first experience prospects have with your dealership, it's how they perceive your level of customer service and determines if they'll book an appointment.

However, during a recent study, Car Wars discovered:

- On average, almost half of all callers to a dealership never reach someone who can help.
- Furthermore, dealers place callers on hold or transfer calls 68% of the time, negatively affecting appointment volume.

Sales and Service are operating with an immense blind spot – the phone. **At the store-level, the lack of visibility into every call has led managers to settle for mediocre connection rates. At the group-level, executives and VPs are left guessing as to why some locations are generating less revenue than others.**

Dealers are missing out on untapped revenue originating from a poor phone experience.



# WHAT IS THE PHONE COSTING YOU?

**\$1,300**  
PROFIT/UNIT



**35-200**  
APPT OPPS/WK



**76%**



**88%**

THE AVERAGE GROSS  
PROFIT / UNIT SOLD IS  
\$1,300

DEALERSHIPS RECEIVE  
BETWEEN 35-200  
APPOINTMENT  
OPPORTUNITIES/WEEK

THE AVERAGE DEALERSHIP  
FAILS TO REQUEST THE  
APPOINTMENT 76% OF  
THE TIME

WHEN ASKED, 88% OF  
PEOPLE ACCEPT AN  
APPOINTMENT!

=

**A DEALERSHIP DOING NOTHING TO IMPROVE ITS PHONE  
PROCESSES COULD BE COSTING ITSELF AS MUCH AS**

**\$2.3 MILLION**  
**PER YEAR\***

**DEALERS USING CAR WARS TO THE FULLEST EXTENT REQUEST APPOINTMENTS 3X MORE OFTEN**

**WANT IN? VISIT [CARWARS.COM](http://CARWARS.COM) OR CALL 833-268-9402**

*\*Based on 50% show rate and 50% sold rate.*



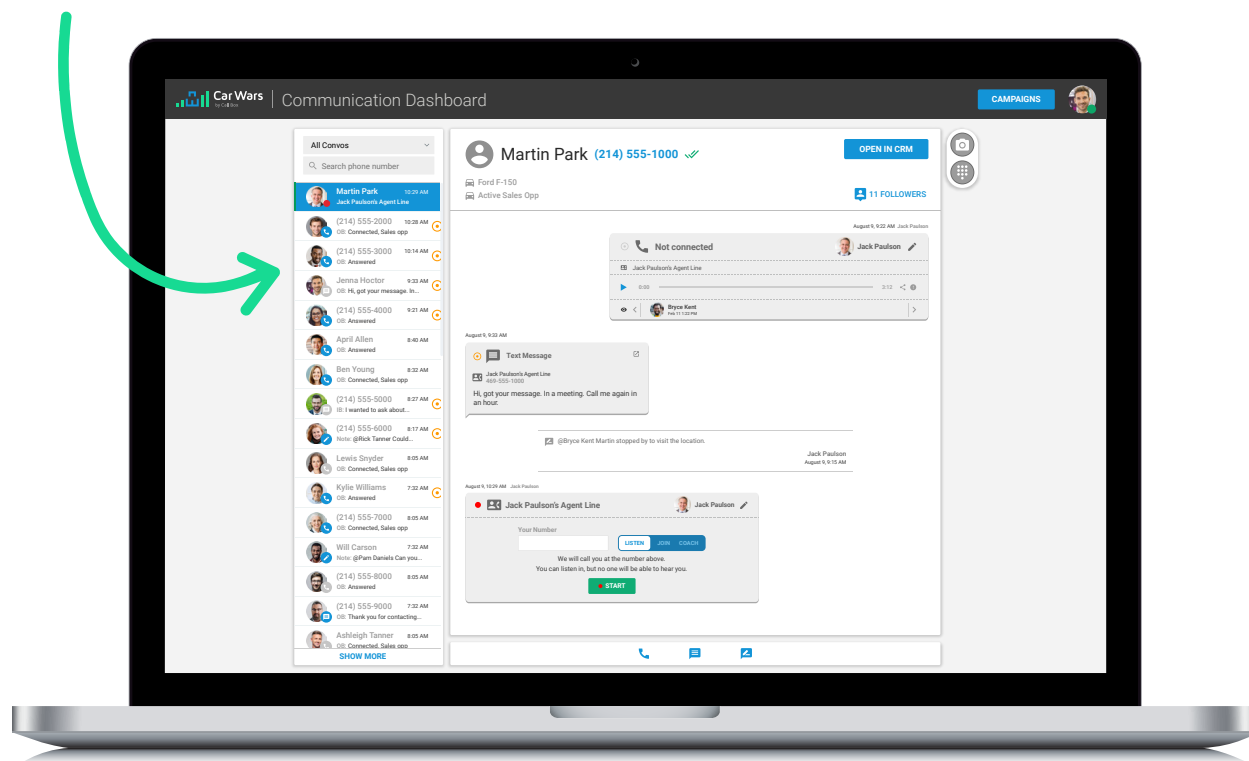
## CAR WARS: THE SOLUTION

Car Wars tracks and records 100% of inbound and outbound calls at a dealership, reporting on how every call was handled, sending every opportunity seamlessly to CRM, and actively improving phone performance. Managing the phones shouldn't be complicated or time-consuming. So we do the work for you. Car Wars dealers can expect to help customers quicker, do more with existing opportunities, actively improve phone performance, and gain comprehensive insight.

### HELP CUSTOMERS QUICKER

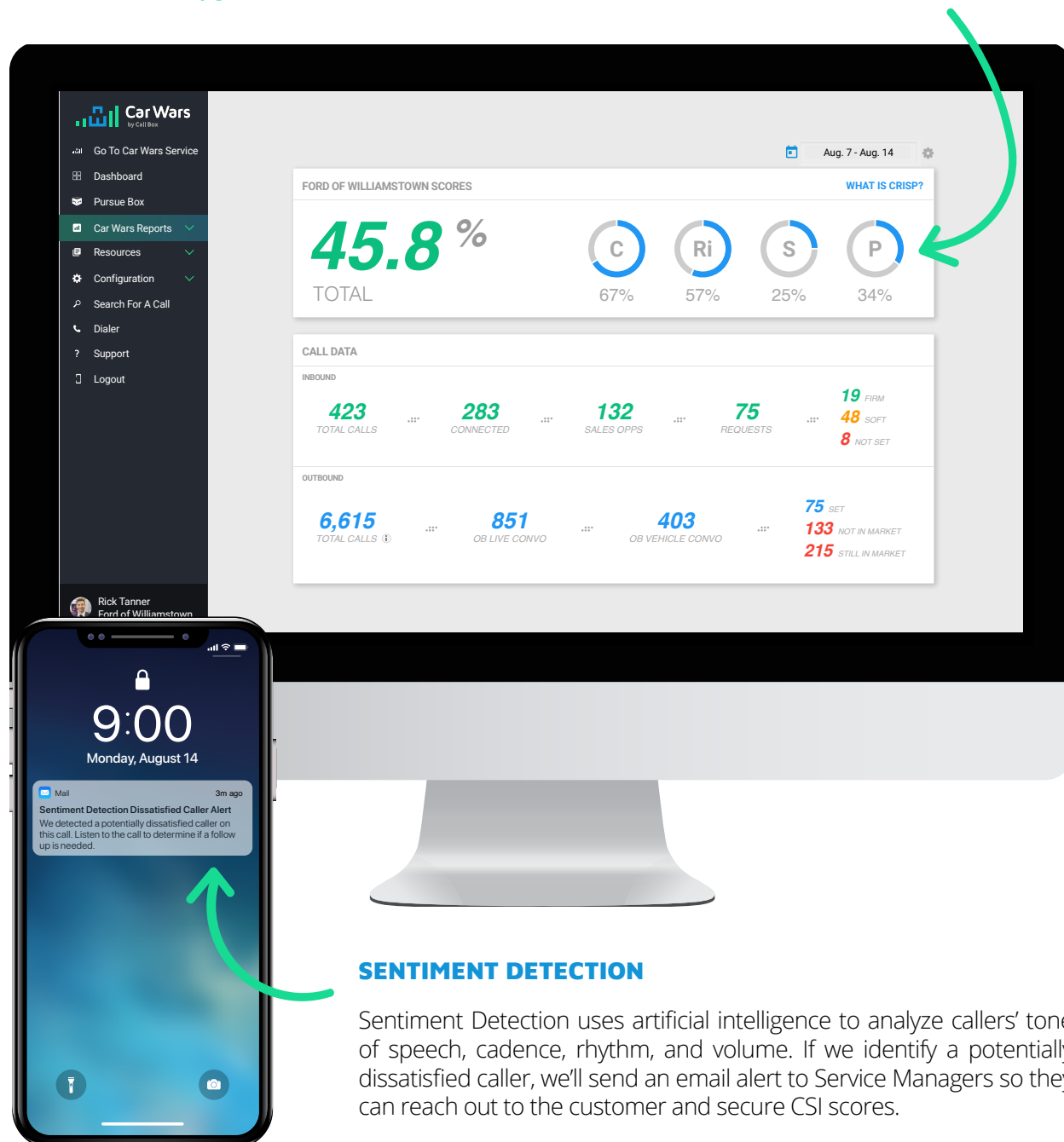
### COMMUNICATION DASHBOARD

The Communication Dashboard helps your team handle calls better and access customer conversations all in one place. As a call rings in – and also during the active call – Sales and Service phone handlers can see: a thread of previous calls, texts, and notes (with call summaries), customer info and a direct link to the CRM/DMS record, and the ability to join, listen in on, and coach live calls.



## DEALERSHIP CRISP REPORT

Get a clear picture of how your team is doing in each CRISP metric: Connect, Request and Invite, Set, and Pursue. [Check out pg. 13 to see more on CRISP.](#)



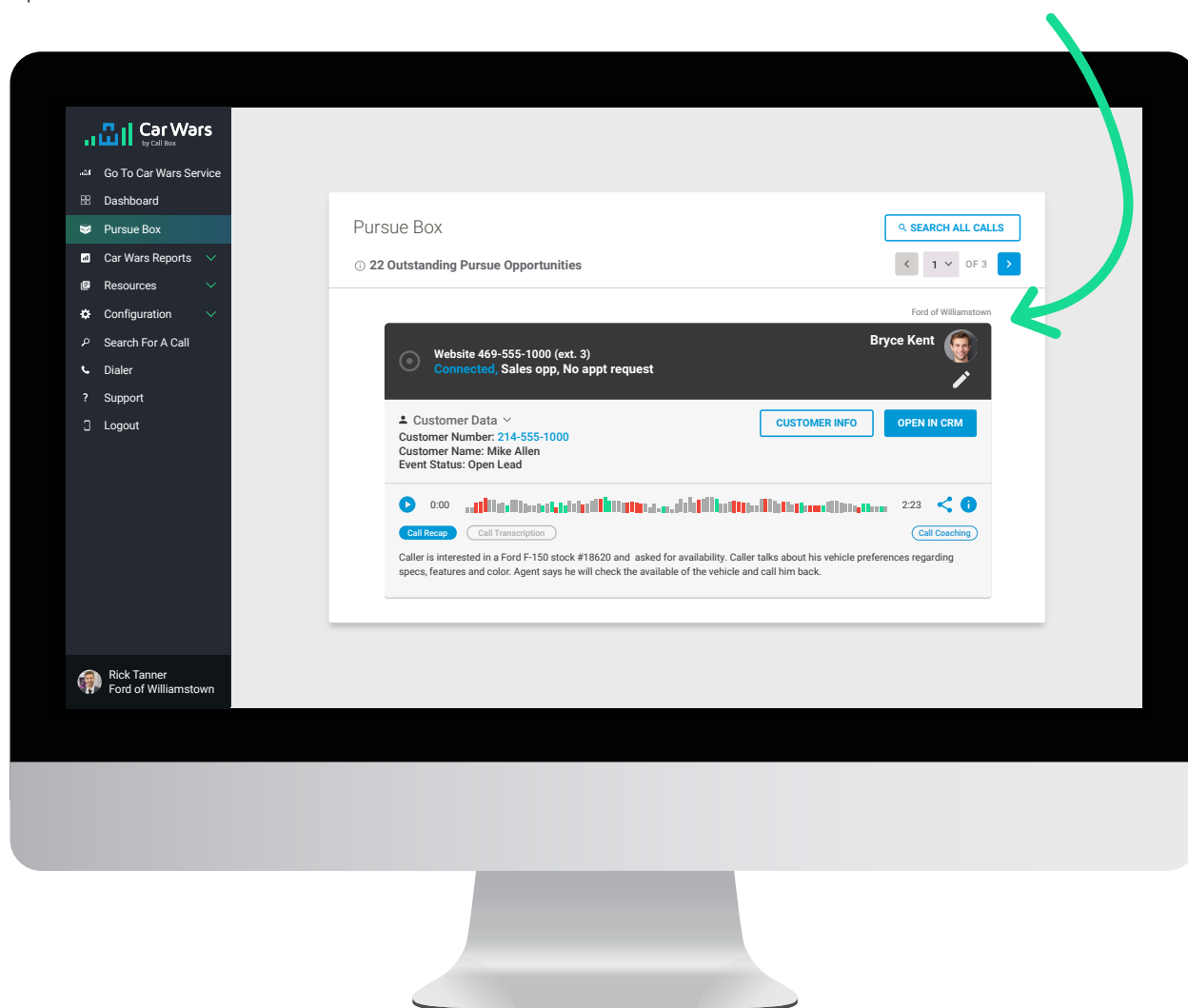
## DO MORE WITH EXISTING OPPORTUNITIES

### DEEP CRM INTEGRATION

Car Wars integrates with every CRM to help dealers manage their work flow out of one location. We push phone ups into your phone bucket/call tracking bucket and assign them to agents, so every lead can be reviewed and capitalized on. Our click to call integration connects opportunities and call conversions in the most actionable way possible, in just one click.

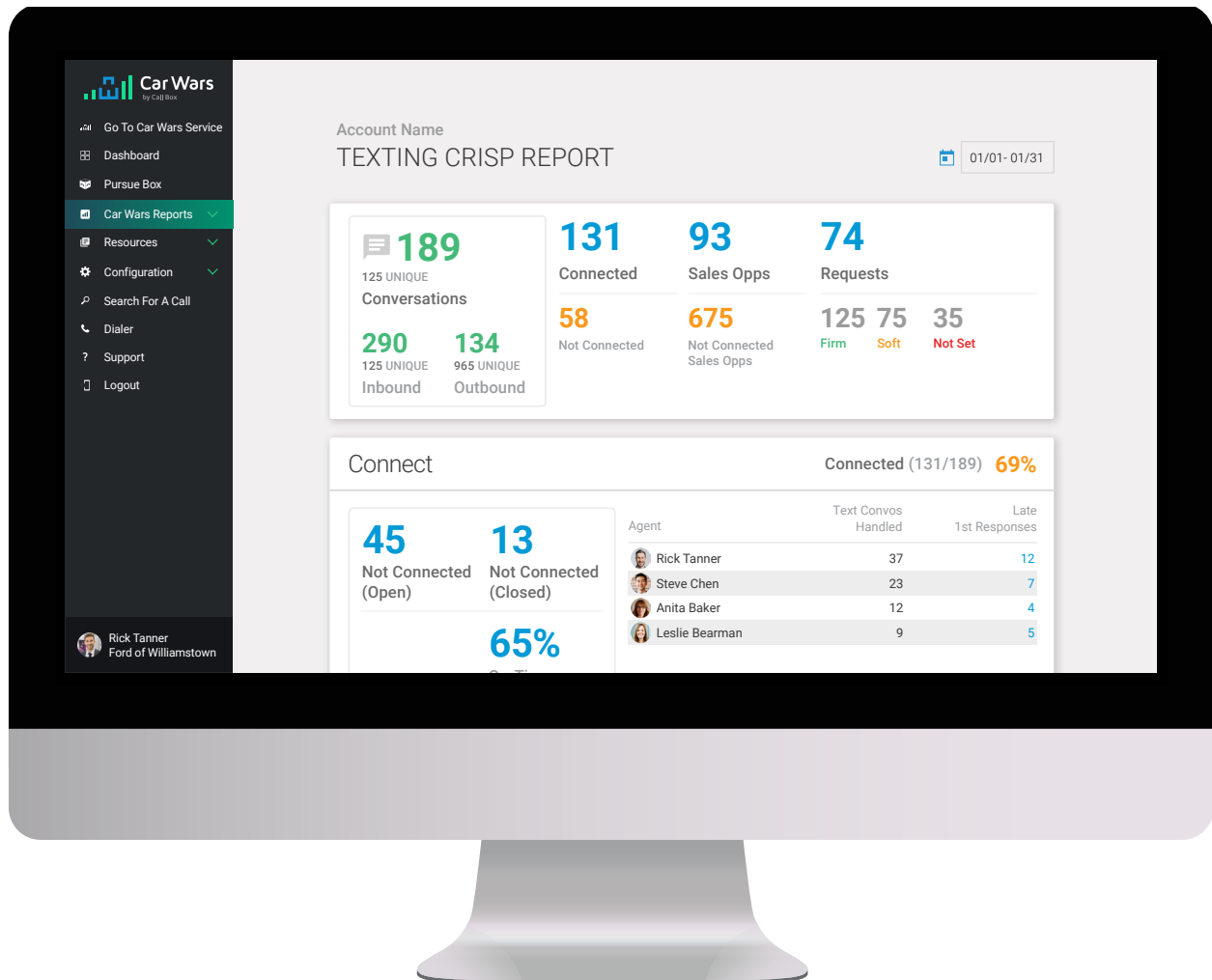
### MISSED OPPORTUNITY ALERTS

Be alerted via text or email when an opportunity needs your attention, along with important details, including a high-level recap, who handled the call, agent talk time, the marketing source, and a link to open the customer record in CRM or DMS.



## TEXTING CRISP REPORT

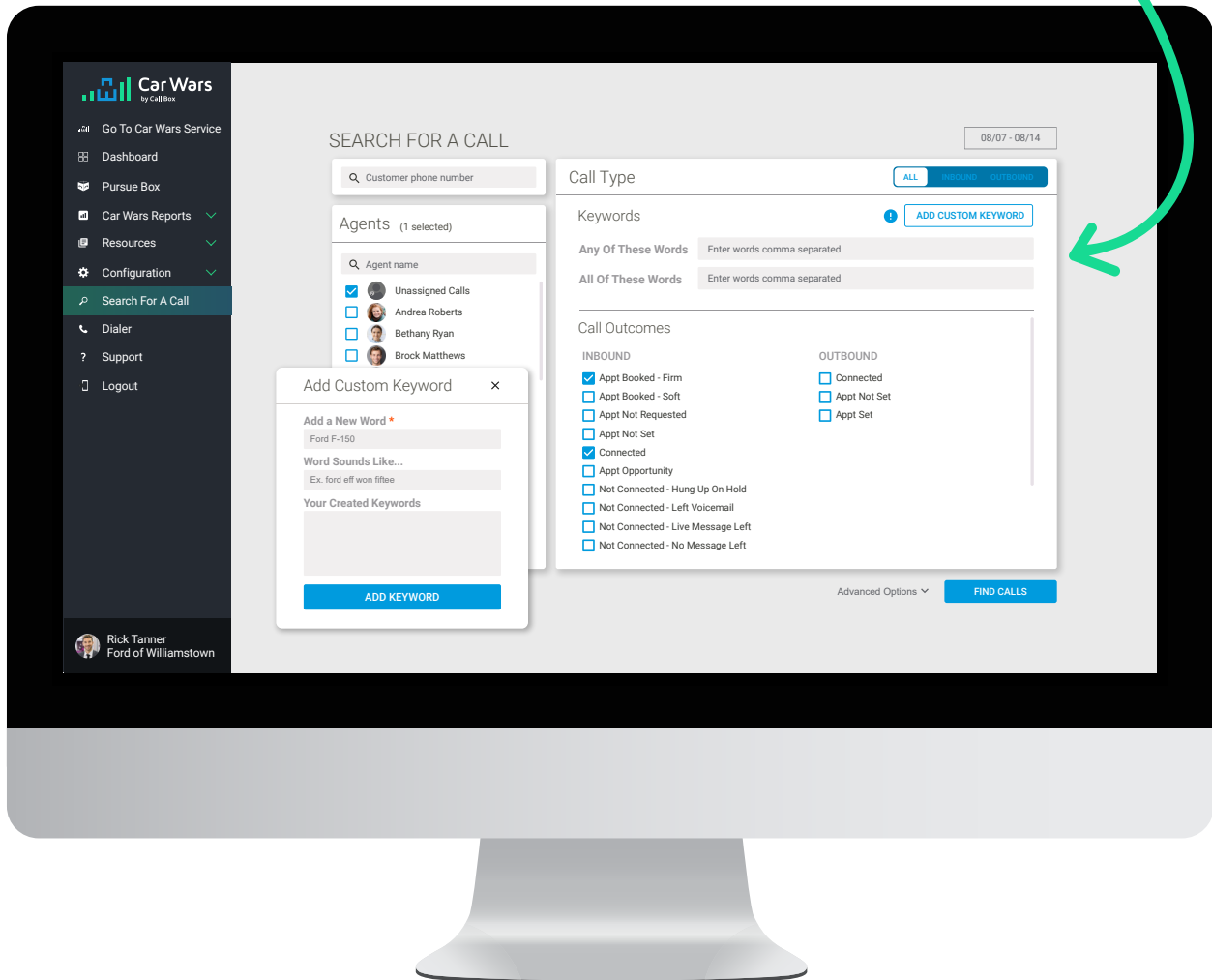
CRISP reporting for text messages analyzes every text conversation sent through Car Wars or integrated through a CRM and identifies how each staff member is handling texts based on each of the CRISP metrics.



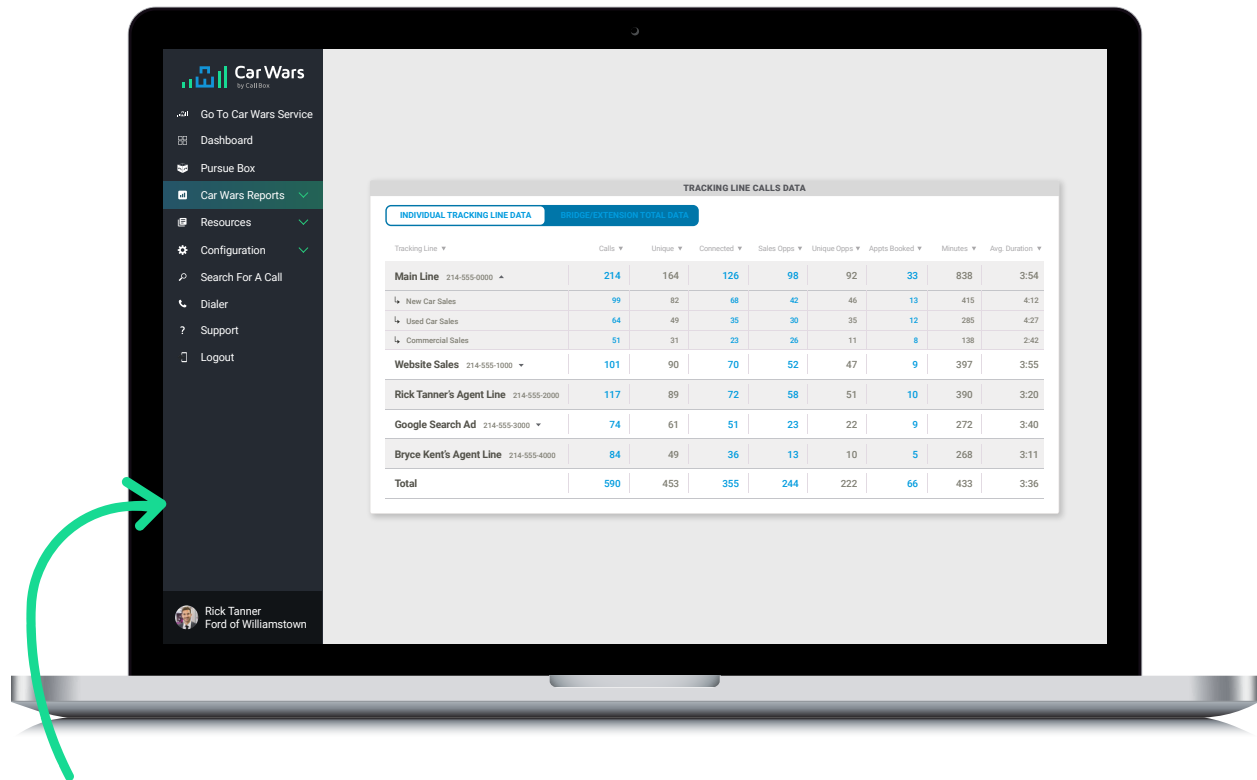


## KEYWORD DETECTION AND SEARCH

Want to optimize your business strategy and know how many customers are calling in for a particular service, piece of inventory, or unit? Keyword Search can help. Filter through transcribed, connected Sales and Service calls for specific keywords.



## GAIN COMPREHENSIVE INSIGHT

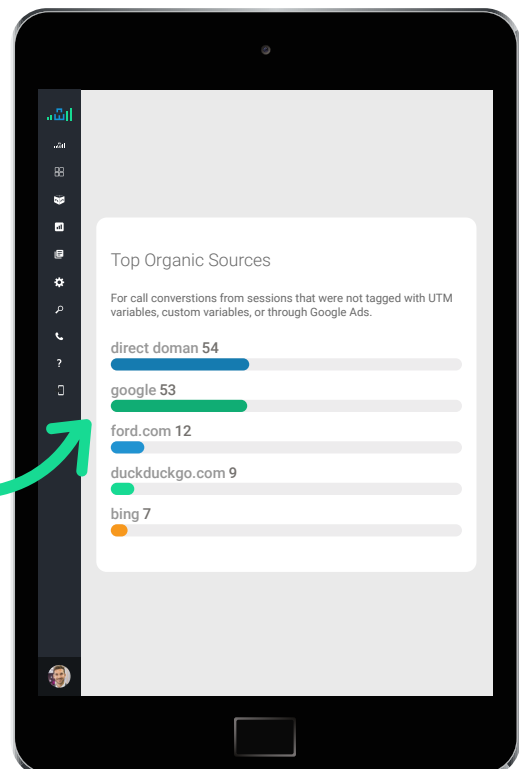


## TRACKING LINE SUMMARY

From each ad source, see if calls were generated, how many were true opportunities and if they resulted in booked appointments.

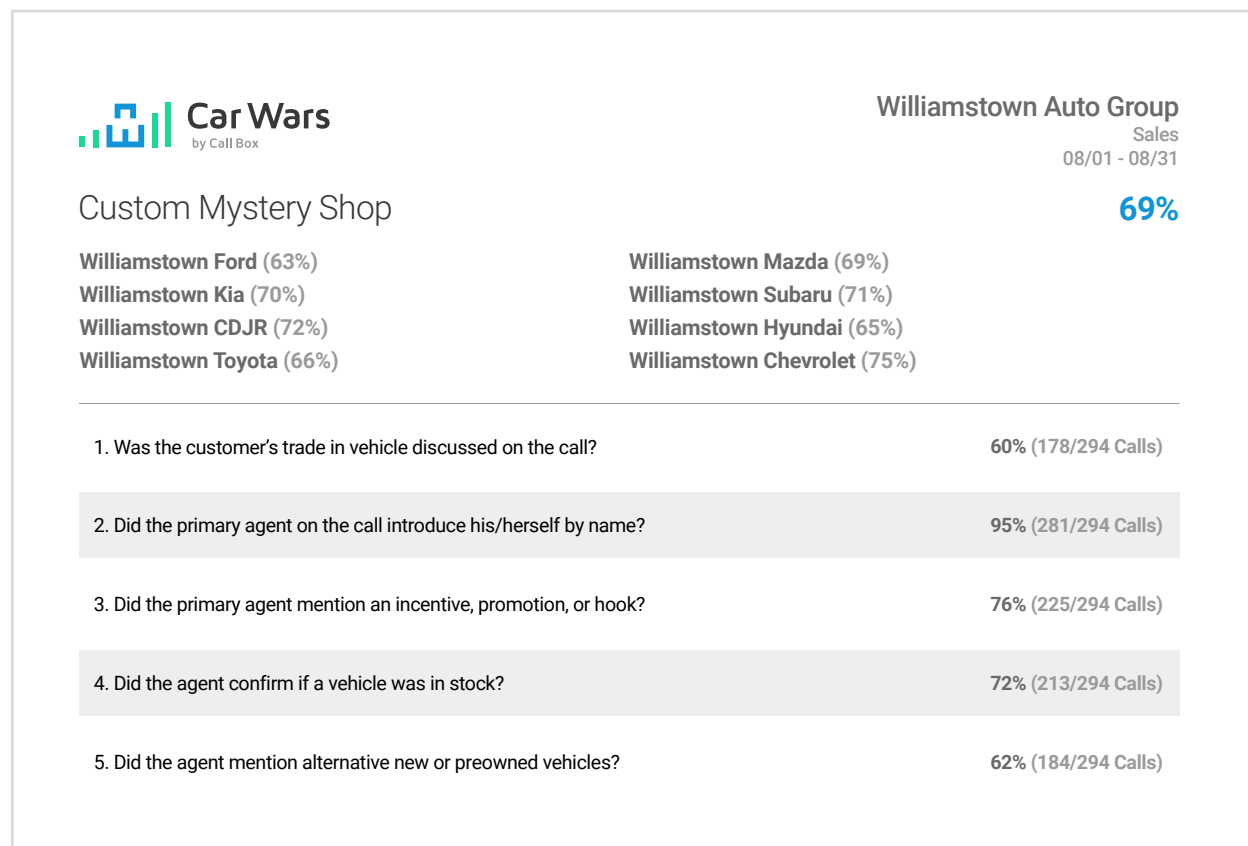
## WEBSITE CALLS

Attribute every Sales and Service phone call from your website to the referring source, keyword, or digital campaign that led to it, and drill down to the sets of keywords that drove both website and mobile phone calls.



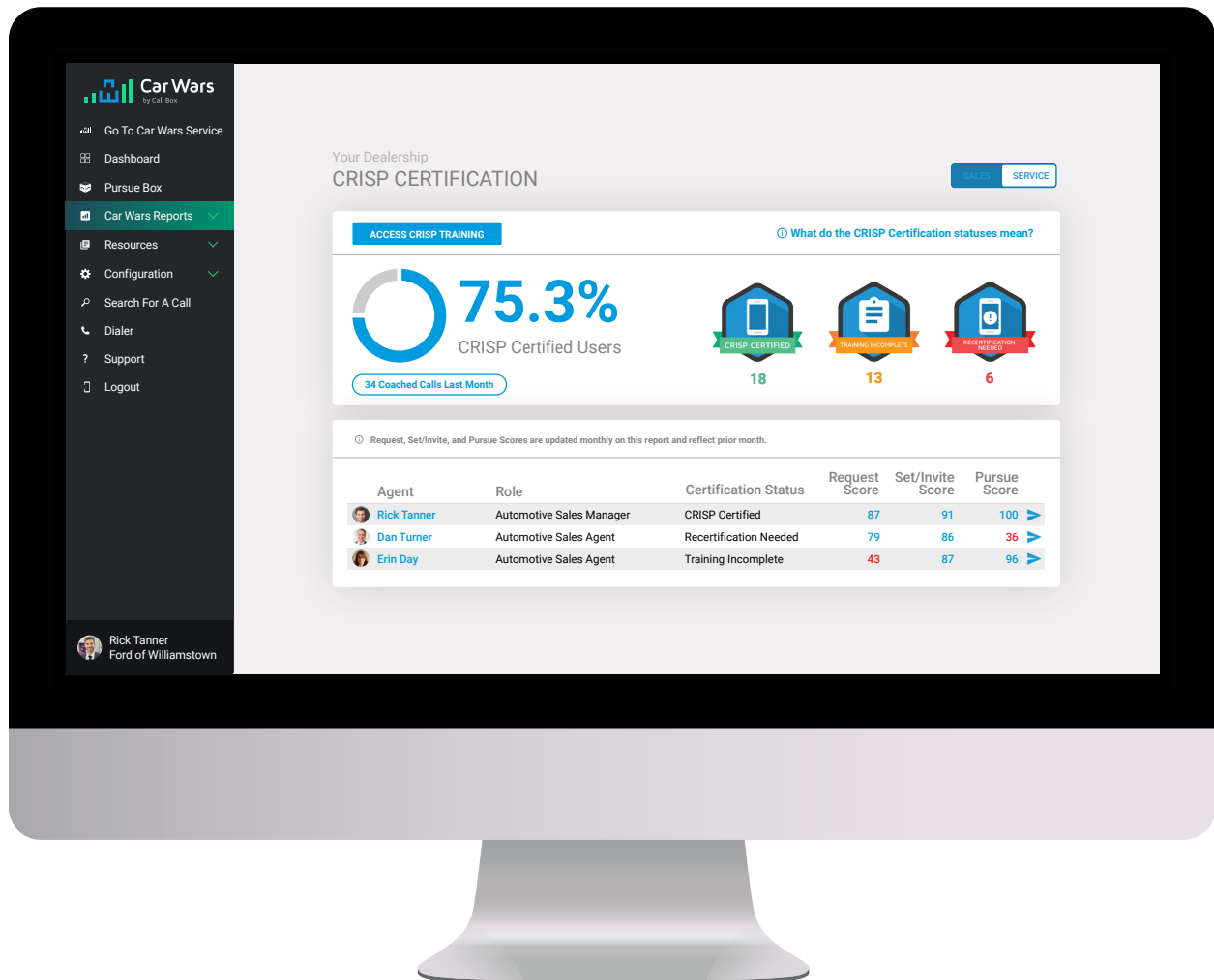
## CUSTOM MYSTERY SHOP

Car Wars is redefining Mystery Shop Reporting by providing a customized set of questions tailored to dealerships' needs. These are available for every Sales or Service opportunity call throughout the month, rather than limited sample sizes.



## CRISP PHONE TRAINING

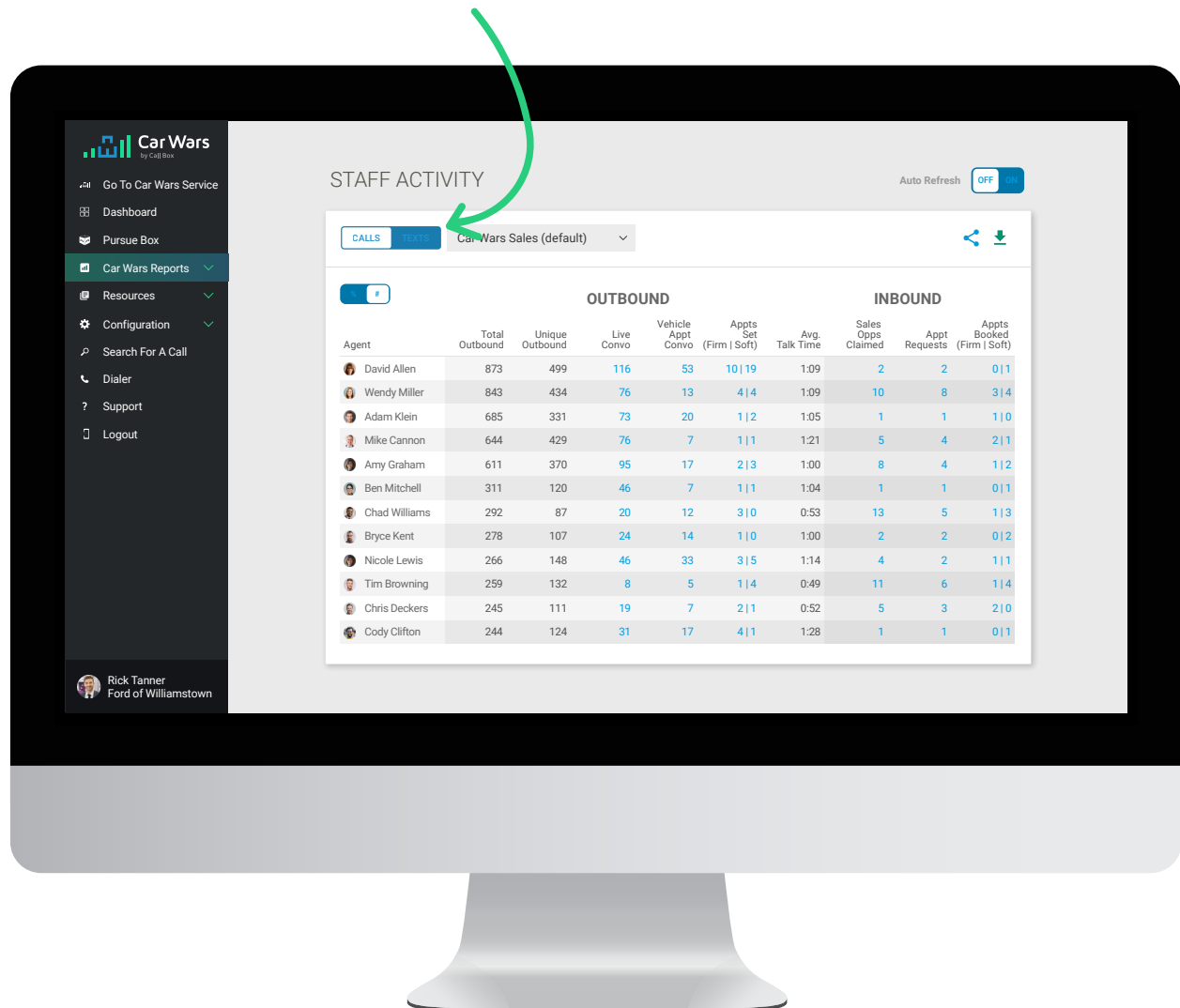
CRISP Phone Training certifies your Sales and Service agents, ensuring your team excels on the phone and consistently provides a positive customer experience. CRISP Phone Training also includes Call Coaching, which provides expert coaching notes powered by large language models on inbound and outbound calls specifically trained around Car Wars' CRISP methodology and appointment-booking best practices.

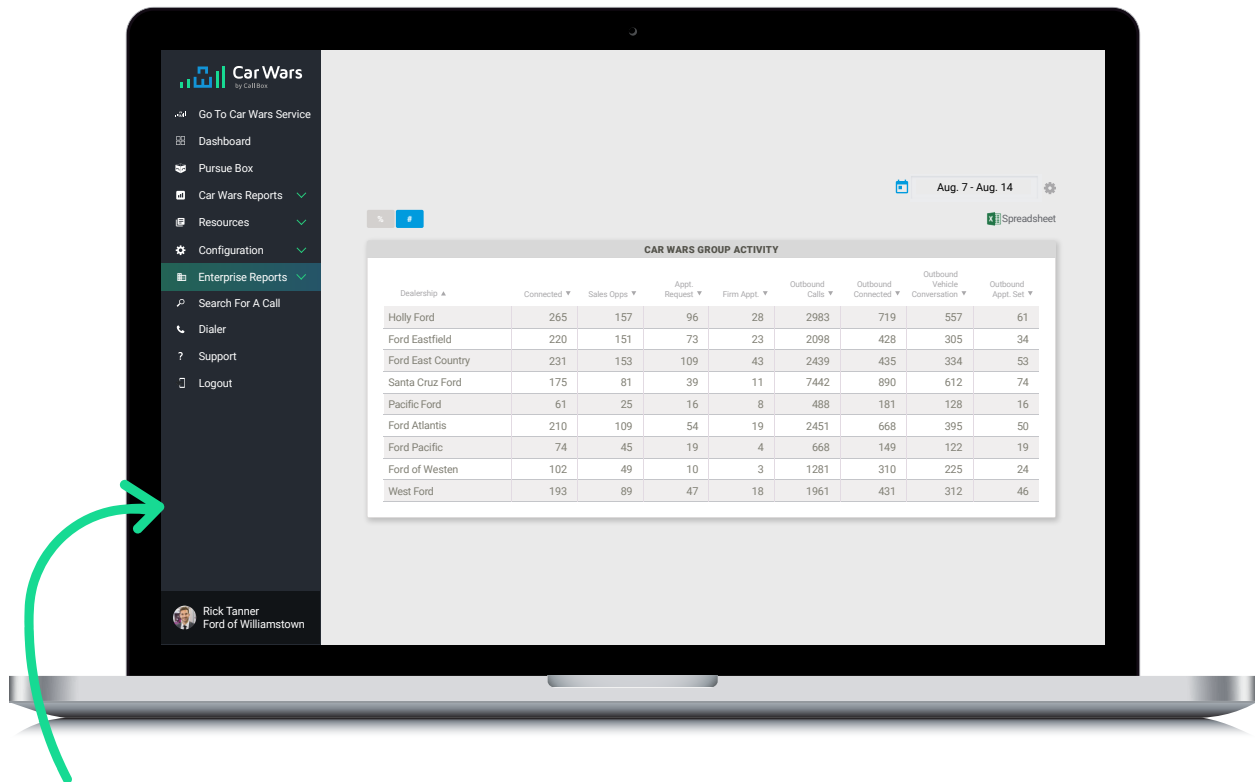




## INBOUND AND OUTBOUND STAFF ACTIVITY

Here is where you can filter by each dealership group, and also click on the hyperlinked calls to listen to and provide feedback. Get a holistic view of who's performing well on the phone and who has room to improve. Car Wars also allows you to gain insight into each agent's inbound and outbound texting performance on the texting portion of the Staff Activity Report. Dive into their texting efforts, as well as their response time to customers' texts within a customizable response threshold.





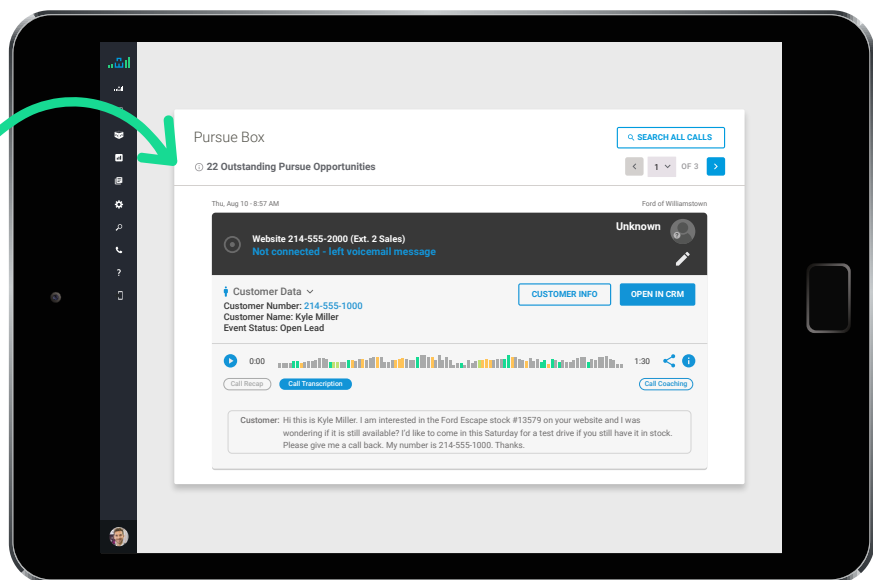
## ENTERPRISE REPORTING

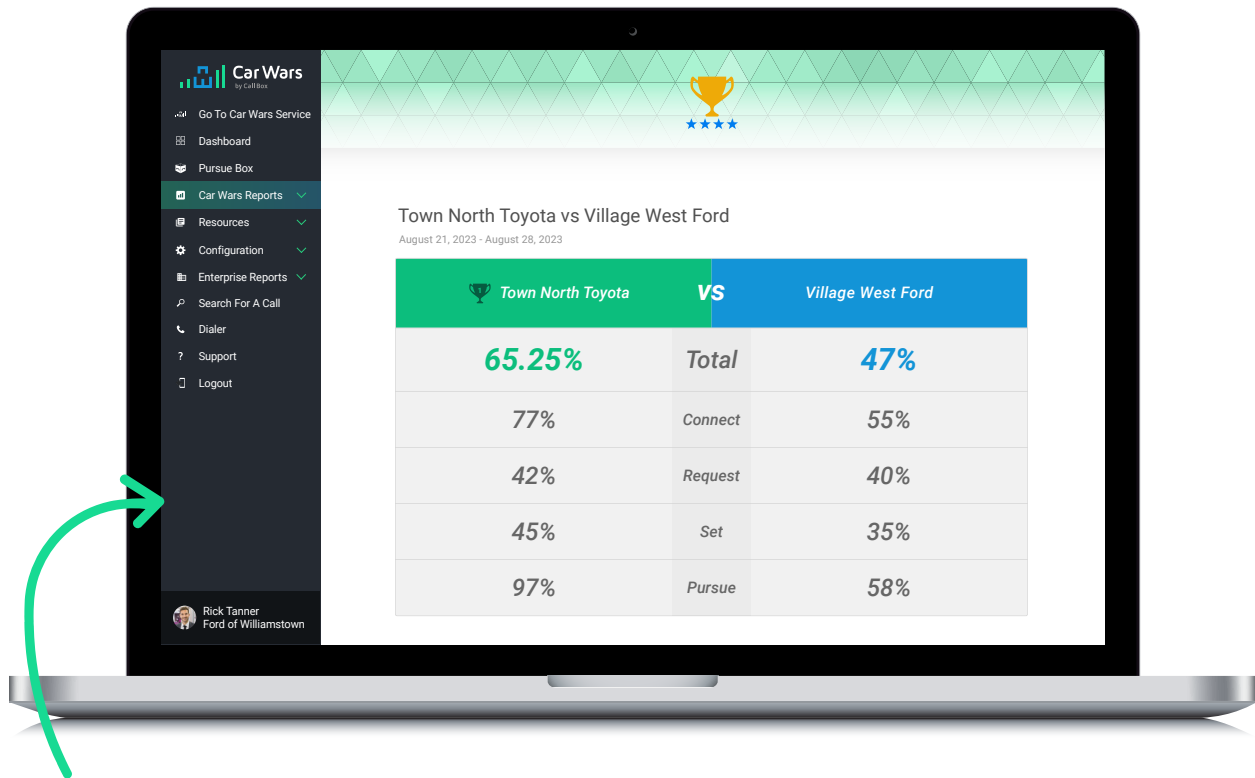
Gain insight into every store's performance across the board in just one glance.

## ACTIVELY IMPROVE PHONE PERFORMANCE

## CONVERSATIONAL TRANSCRIPTIONS

Powered by artificial intelligence, calls are transcribed and dropped into call details in an easy-to-read, conversational format.



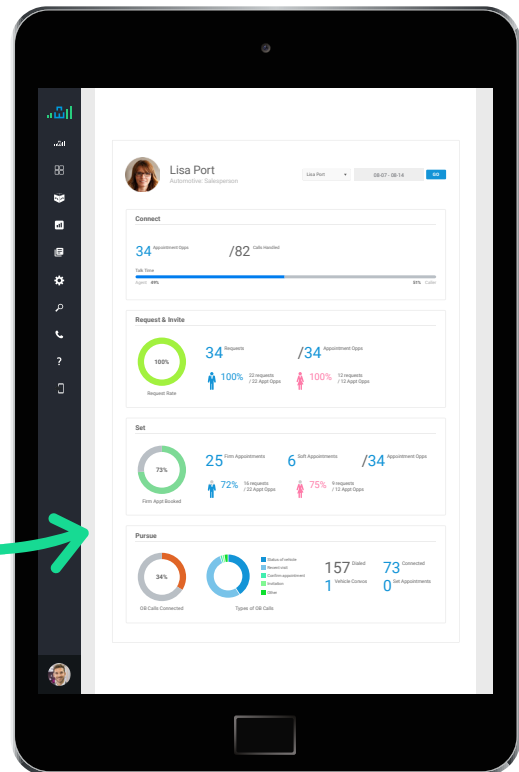


## GAMIFICATION

Users can compete on a group-wide and store-by-store level through Car Wars' CRISP reporting. The platform matches up Car Wars dealerships across the country in head-to-head phone performance battles.

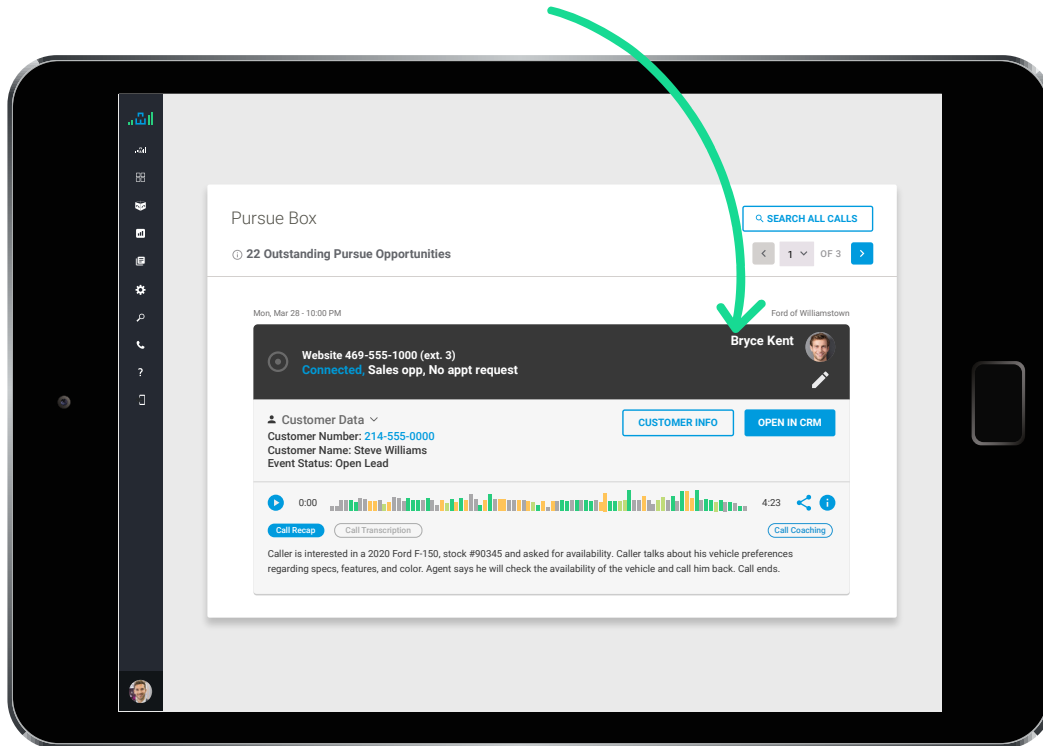
## AGENT PERFORMANCE REPORT

Both managers and agents can receive daily reports, showcasing agent stats from the day prior.



## VOICE RECOGNITION

Our machine learning model, which identifies who handled each Sales and Service call, gives you regular insight into agent phone performance. Our data points detect customer gender, agent handling history, agent active status during the time of the call, agent department/classification, and name-based keyword detection.



## CRISP: OUR PROVEN METHODOLOGY

CRISP is a simple but effective philosophy Car Wars created that includes all the essential elements of a successful phone regimen.

### CONNECT

Get your callers connected with 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

Agree to a specific date and time and confirm with a reminder.

### PURSUE

Reach out to established customers and new leads, rescue stranded calls and save missed appointment opportunities.

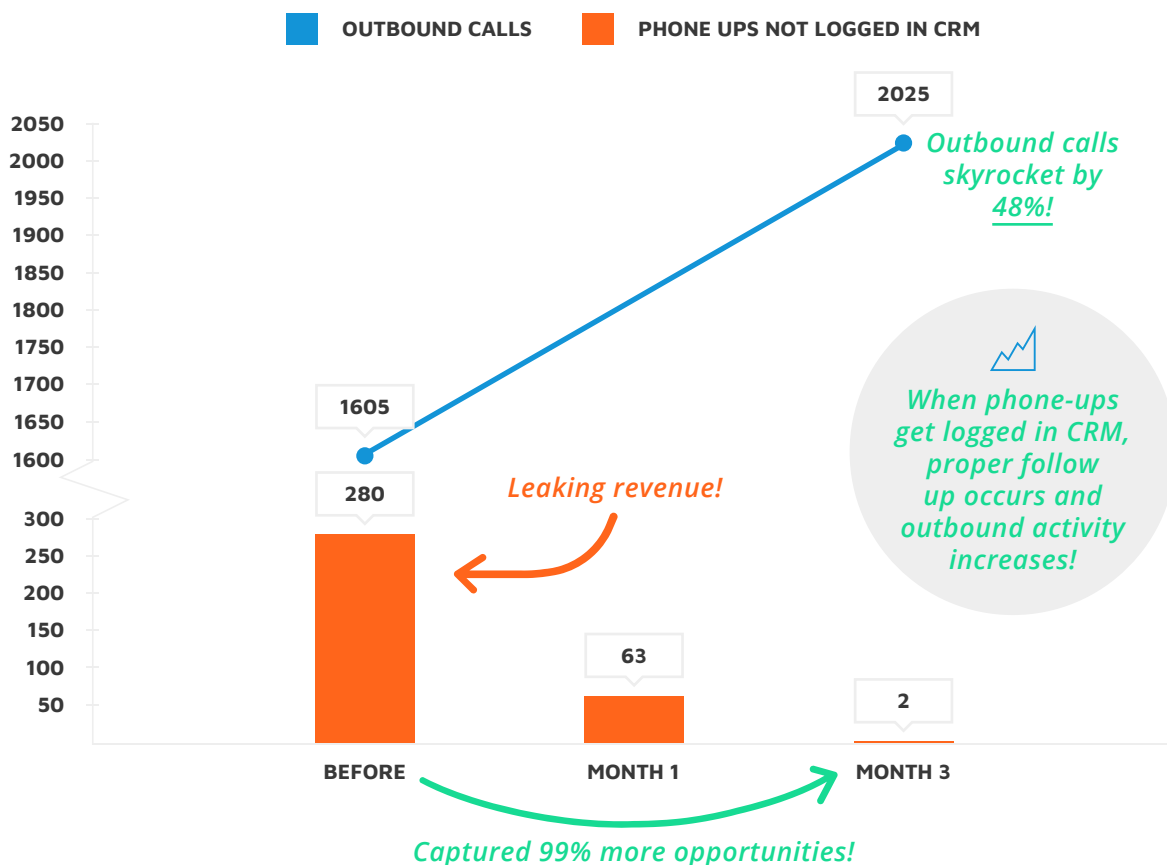


## CAR WARS USER SUCCESS STORY

### VOICE RECOGNITION BOOSTS OUTBOUND ACTIVITY BY 48%

A Car Wars dealership implemented Voice Recognition, Car Wars' artificially intelligent lead assignment solution, in November to improve CRM lead assignment and manage leakage in their phone bucket. **The dealership saw an immediate 78% increase of Sales calls assigned, and, consequently, drove outbound call volume up by 25% – within the first month.**

#### THREE-MONTH IMPROVEMENT (OCT\* – DEC)



By automating CRM lead assignment with Voice Recognition, **the dealership captured 99% more of the potential revenue opportunities that were previously leaking!** Agents took greater ownership and accountability to ensure leads were handled, which led to a boost in outbound activity. The result: more appointments booked, and, ultimately, more cars sold.

\*Before Voice Recognition was enabled at the dealership.

# CONTINUAL IMPROVEMENT FOR YOUR TEAM

The goal of Car Wars is to help you stay laser-focused on the most critical phone metrics that affect sales and customer experience. Here's how we do it.



## CAR WARS' FEEDBACK LOOP WILL:



Serve as a cloud-based solution that requires no hardware installation.



Provide CRISP reporting with complete insight into what's happening on the phone.



Listen to and recap 100% of your inbound and outbound calls, not just a sampling.



Pinpoint which marketing sources are converting to calls and booked appointments so you can optimize ROI.



Ensure calls are quickly reviewed and alert you when a potential missed opportunity needs your attention with customized email alerts.



Give detailed phone performance reporting, broken down by individual agent and location.