

the CRISP Quarterly

OFFICIAL CAR WARS PUBLICATION | SPRING 2018

MEET KONRAD EYSINK

The most interesting man at Car Wars

2018: THE YEAR OF CARI

You've probably heard Cari's name before. Now it's time to meet her

VAN HALEN, BROWN M&Ms & CAR WARS

Qvale's system to ensure staff accountability



PLUS: Pressing play on artificial intelligence and a spotlight on BMW of Rockville



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MEET KONRAD EYSINK

see full interview on page 12



A LETTER

FROM THE COO

Welcome to Car Wars' first ever *CRISP Quarterly*. We're proud to tell anyone who will listen that Car Wars now serves more than 12,000 dealers. We love our dealers and we couldn't be more excited about our industry's future.

There's a lot happening in automotive these days. Whether it's the pace of innovation and the new technologies that are available, the current shift in consumer behavior,

or the challenging economic forces that many of our dealers are facing, there's a lot to talk about. Car Wars wants to be beside you as you navigate the decisions that those changes will force. To do that, we need to be talking about them.

The purpose of *The CRISP Quarterly* is to start that conversation. We'll highlight the market trends we're seeing, and explore how dealers are both seizing the opportunities these trends are creating and

overcoming the challenging they're presenting. *The CRISP Quarterly* will be an easily digestible snapshot of hand-picked current events and topics that we hope you'll find helpful. While each issue's content will be dynamic, there will be some regular features such as "Dealer Spotlight," where we'll share real customers' stories who are leveraging technology and good old fashioned leadership to surpass their competition.

We'll also talk a lot about what we know best: the phone. CRISP is key to Owning The Phone, so you'll hear a lot about it. How are dealers keeping it fresh? Where are they seeing the biggest gains? Where are they getting stuck?

2017 was a great year for the automotive industry and a very dynamic year for Car Wars. The

biggest Car Wars news story of 2017 was the birth of Cari. If you haven't met Cari yet, you need to. Actually, you will in this issue. Cari is our version of Ava from Ex Machina. She's a **CRISP Agent Responding Intelligently** who uses AI and loves all things phone-related. We'll use *The CRISP Quarterly* to keep you updated on all the new things she's learning.

Thank you for reading *The CRISP Quarterly*. **Remember, the whole purpose here is to start a conversation, so let's get talking. What do you want to talk about? Let us know what you would like to see in future issues and we'll do our best to work it in.**

Thank you for your partnership. Thank you for making us better. We appreciate you.

Best,



A handwritten signature in black ink that reads "Patrick Elverum". The signature is fluid and cursive, with a long horizontal line extending to the right.

Patrick Elverum
Partner and COO

DEALER SPOTLIGHT

SUVIN VISWANATHAN FROM

BMW OF ROCKVILLE

By Monica Dziak

Marketing & Biz Dev at Car Wars

Get to know one of our newest dealers, BMW of Rockville! The store has been on Car Wars for just 4 months, but its Executive Client Advisor, Suvin Viswanathan, immediately noticed **just how important the phone is for his dealership's bottom line.**

Car Wars: *Suvin, you clearly see the value of having exceptional phone skills and processes. Why should every dealer do the same?*

Viswanathan: If you don't have good phone etiquette, you're screwed. A customer can tell if

Pictured: BMW of Rockville's store in Maryland.



you're irritated by your tone of voice, the way you speak, if you're happy or not happy. So a phone call is definitely a critical point for dealerships to still have some kind of human contact.

Car Wars: *What about a chat line? Aren't more and more dealers using this?*

Viswanathan: That's like a text message, it's not personal. On a chat, a customer looks at you as a number or like they're just talking to a computer; they don't feel an attachment. But when they hear someone's voice and that the agent is making them feel good over the phone, the customer will feel that warm, fuzzy feeling, and they're gonna wanna come in and



**“IF YOU DON’T
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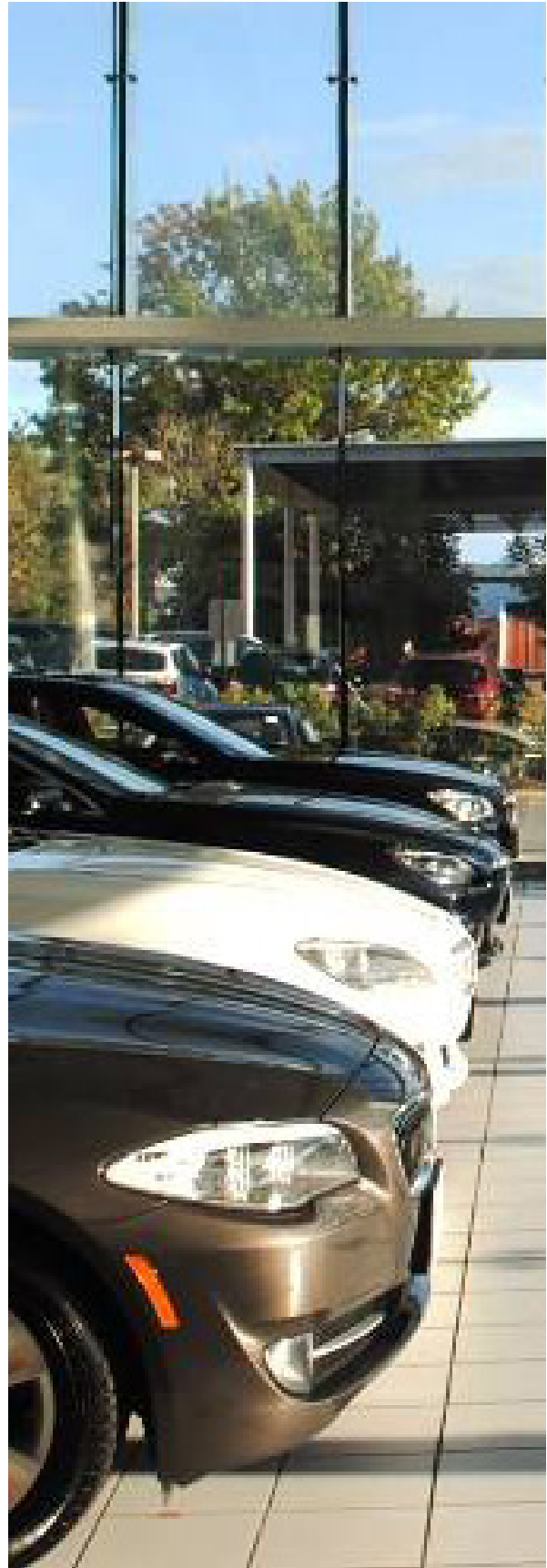
SUVIN VISWANATHAN

*Executive Client Advisor
BMW of Rockville*

talk to you. **A phone call is very important to closing deals.**

Car Wars: *Speaking of closing deals, what’s BMW of Rockville’s hottest lead?*

Viswanathan: I’d say phone ups are probably the hottest leads. When you’re actually having a conversation with someone, they’re gonna understand you’re trying to help them out. Again, tone of voice and emotion are very important things. So when you’re talking on the phone, it makes it very easy to capture a person’s attention and hold onto that attention, and also close





them on getting them to come in versus getting them to negotiate over the Internet or even over the phone. If you can eliminate negotiating over the phone, then you win.

Car Wars: *Since your team is still pretty new to Car Wars, what results are you expecting?*

Viswanathan: I can see how it'd affect the dealership in a positive way. I'd say a good 90%

improvement, but to say it'll be a 100% improvement might be another 6 months.*

What is your store's hottest lead? How do you ensure your team is capitalizing on it in the most effective way?



Suvin Viswanathan is the current Executive Client Advisor at BMW of Rockville in Rockville, Maryland.

**Editor's note: We interviewed Viswanathan in February.*

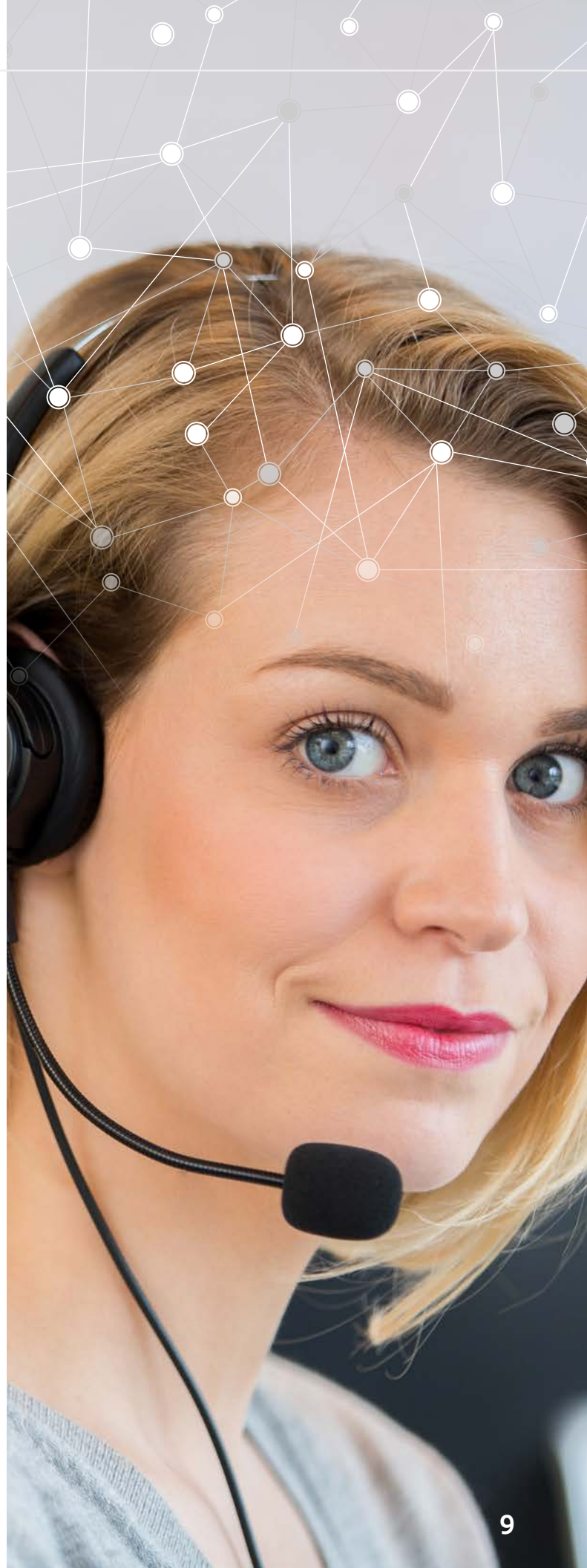
WHAT'S NEW

2018: THE YEAR OF CARI

By Kelly Ford

*User Research and Product
Development Director at Car Wars*

In early 2017 we started investing time into artificial intelligence development, testing every wild idea we could think of. Some worked well and resulted in really cool new features that dealers will experience this year. Others were total moon shots that didn't pan out (at least not yet). This is what innovative development is all about – trying new things until something works.



So all of this creativity produced Cari. Think of Cari a lot like Alexa or Siri except that Cari doesn't just react to things you say or do.

Cari uses artificial intelligence to proactively predict the needs of customers – more specifically, callers.

She analyzes hundreds of data points on every call to help get



Does reading about AI get you as hyped as it does us? Flip to pg. 19 for more!

callers what they need, when they need it.

Check out Cari in action:



If a potential buyer calling in today was discussing a vehicle with a salesperson this morning, it's fair to assume he or she needs to speak to that salesperson again. Cari will recognize that and automatically connect the caller with that salesperson.



Let's say a customer calls in while his car is being serviced. He probably needs to know the status of his vehicle or speak to his advisor. Cari will inform the caller of his repair order status and provide the option to connect directly with his advisor.



When things go wrong and an upset customer yells and hangs up on a dealership employee, this angry caller needs the help of a calm, collected manager to resolve the issue. You can probably guess now that Cari can make that happen too.



Cari is a **CRISP Agent Responding Intelligently**. She uses artificial intelligence to improve the customer experience and help dealers Own The Phone. Her first task is to help dealers connect more callers to someone who can help. But she doesn't stop there.

Cari will continue to help dealers Own The Phone with fancy

sounding but incredibly useful features such as voice recognition, caller information screen pops, appointment booking rates by caller gender, and stats on the amount of agent talk time.

Does Cari sound like the perfect employee for your dealership? She's available for hire today. Visit www.carwars.com/cari to find out more.

THE PEOPLE BEHIND CAR WARS

MEET KONRAD EYSINK

CUSTOMER SUPPORT SPECIALIST

By Monica Dziak, Marketing & Biz Dev at Car Wars

If you've called Support at least once over the past 20 years, Konrad is also probably your favorite Car Wars employee. Here at Car Wars, we all consider Konrad the most interesting man in the world. We hope you enjoy getting to know our favorite kilt-wearing, motorcycle riding, has a fascinating story for everything, always calm, South African.

Car Wars: *Why should every dealer in the nation be on Car Wars?*

Eysink: Humanatic tells them exactly where they are in their daily processes. It's not something where at the end of the month you go back and look at it. In my mind, Car Wars is the finger on the pulse, it's almost a minute-by-minute type deal (at any minute of any day). Dealer groups such as Asbury, BHA, Hendrick, and MileOne don't function unless they get our reports. Because if they get X amount of calls, they'll secure X amount of people coming in the door, and

they'll sell X amount of cars. It's that simple.

$$\frac{\text{X}}{\text{calls}} \rightarrow \frac{\text{X}}{\text{customers}} = \frac{\text{X}}{\text{cars sold}}$$

Car Wars: What do you like most about working with our dealers?

Eysink: When customers are calling in, it's nice they're engaged – whether they're happy or angry because it shows they care. Car Wars can definitely help a business be successful, so it's making sure that customers are happy, they understand how to use the product, and that they believe in it as well.

Car Wars: How do you persevere through tough client calls?

Eysink: Remaining calm, cool, confident, and collected, and reassuring them we're all aware of the problem and that it'll be resolved quickly.

Car Wars: Why do you come into work every morning?

DID YOU KNOW?

1 SPORTS A
SOUTH AFRICAN
ACCENT



Lived in South Africa, Australia, Northern Europe, and the U.S.

3 Came to America in
★ **1979** ★

Takes a motorcycle to work every day



5 Worked in the oil, medical, and now, tech industry



Eysink: It's rare I don't have a day here where I don't feel a sense of accomplishment, even if it's just one person I helped that day. **This job has never really**

gotten me down; I've never felt depressed, defeated, or beat down. There's always a challenge here every day. It's fulfilling and exciting!



OWN THE PHONE PRO TIPS

VAN HALEN, BROWN M&MS, & CAR WARS

*By Stephanie Reynolds, Marketing & Biz Dev
at Car Wars and Toni Tiffany, Director of Field
Operations at Car Wars*

What do brown M&Ms, Van Halen, and Car Wars have in common? Van Halen, the epic hard rock band, is infamously known for a seemingly ridiculous request in its extensive tour rider manual. It stated that absolutely no brown M&Ms may be present

backstage. This misunderstood detail was actually a sneaky tool to determine if management was diligent in doing the work correctly. If Van Halen found brown M&Ms, the group immediately knew to expect larger problems ahead.

Geno Walsh, Director of Retail

Operations at Qvale Automotive Group, says that it's crucial – for both the customer experience and the dealership's success – to be proactive and make sure a small issue doesn't create an even bigger problem, such as an agent not returning calls and missing a sales opportunity. Walsh has developed his own brown M&M system to ensure staff accountability across his 15 dealerships nationwide. By zeroing in on key CRISP metrics, Walsh can easily identify problematic areas (aka brown M&Ms) and prevent future issues. As a simple way to hold his dealerships accountable, Walsh created his own unique report - the Green, Yellow, and Red report - to compare and categorize each store's performance.

To compile the Green, Yellow, and Red report, Walsh pulls the CRISP data from each dealership. Based on the CRISP score, the store's performance is determined as either Yellow, Red, or Green. Red falls between a 50 - 59.9%. Yellow is 60 - 69.9%. Green is 70% or greater while an ideal CRISP report is 75%. Walsh then emails

QVALE'S CRISP GRADING SCALE



50-59.9%

Trouble Zone: Requires immediate attention



60-69.9%

Warning Zone: Room for improvement



70%+

Well Done: Continue to consistently deliver results

the group each store's weekly report with problematic areas highlighted in their respective color categories. The stores are ranked by their color. He furthers the conversation by following up with each of the 15 stores with a phone call to discuss how they can improve on Owning The Phone.

Walsh reflected on his brown M&Ms system, saying, "I have to have that in place in order to manage 15 different dealerships with 15 different sets of sales teams and 15 different sales managers, and 9 different products. The technology that I have available with Car Wars gets me through." Walsh emphasizes the need to be consistent and involved in the details because when one metric is poor, the others subsequently suffer.

The level of productivity and proactivity are directly reflected in the reports. Compensation plans are tied to the reports to motivate stellar delivery. "Activities breed results," Walsh said. "If I don't see activities then usually there are no results."

”

“ACTIVITIES BREED RESULTS. IF I DON'T SEE ACTIVITIES THEN USUALLY THERE ARE NO RESULTS.”

GENO WALSH

*Director of Retail Operations
Qvale Automotive Group*

Since using this system, one of his dealerships has had a 230% correction above service in sales.

Wonder where brown M&Ms exist at your dealership? Implement your own brown M&M system and look in Car Wars each week to drive manager accountability.



Geno Walsh is the current Director of Retail Operations at Qvale Automotive Group in West Palm Beach, Florida.

FINDING

YOUR BROWN M&MS

- ☐ Is your CRISP score trending up or down?
- ☐ How many unassigned calls are in the phone bucket?
- ☐ How many calls are your managers listening to?
- ☐ How many outbound calls are managers making?
- ☐ How many missed opportunities are pending action in the Pursue Box?
- ☐ How many unclaimed sales opportunity calls are in Car Wars?



INDUSTRY UPDATE

PRESS

PLAY

ON ARTIFICIAL INTELLIGENCE

By Mike Haeg, Vice President, Automotive at Car Wars

National news features another fancy Silicon Valley startup using artificial intelligence (AI) to change the world.

A friend mentions a big AI project at her job.

A trusted vendor partner walks in your dealership and says “We need to talk about AI.”

I wouldn’t be surprised if 1, 2,

or all 3 of these scenarios have happened to you lately. The idea of AI has moved from “crazy, bonkers, and futuristic” to “real, tangible, and available.”

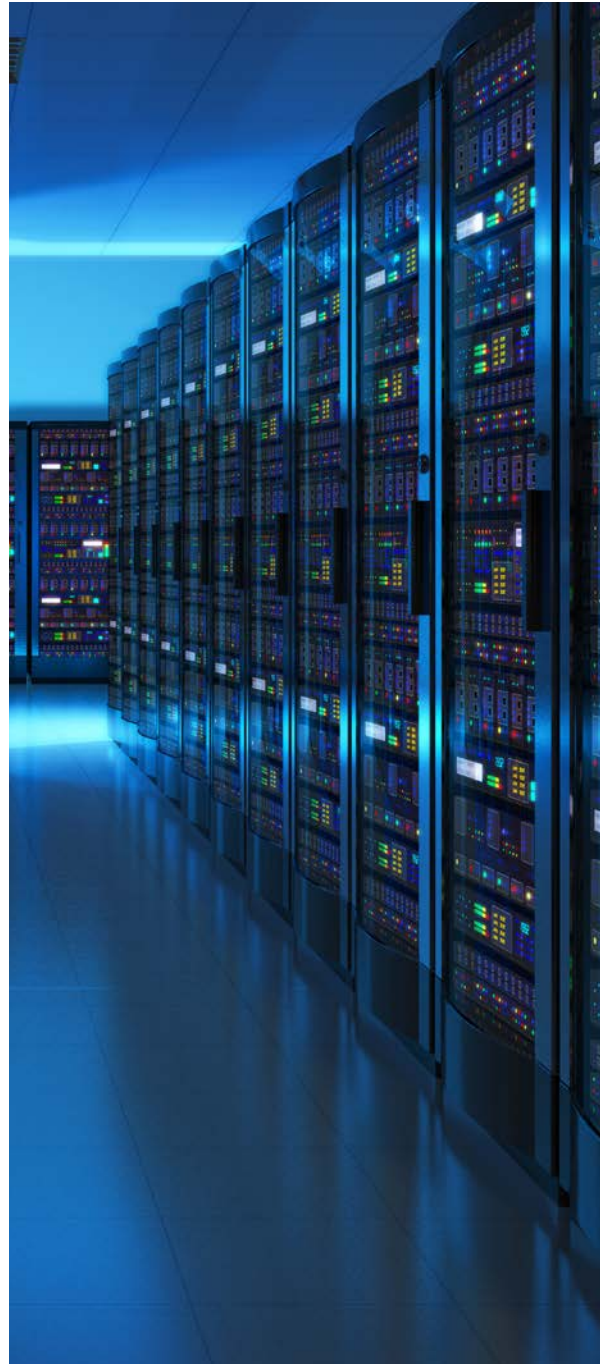
But what even is AI? It’s simple, really: Developing computers to do things normally done by people. Ideally, people who act intelligently. The cool part about AI is the computers get smarter as they learn more. Think of AI like a toddler. Just as a three-year-old

boy gathers life experiences, the smarter he becomes. Same thing with AI; the more information you give the computer program, the more it learns. The more it learns, its capability to make 'smart' decisions like a human grows, thus executing on the tasks it was designed to do better and better.

We know the quickest and easiest way for dealers to improve their bottom line is to get better on the phone. It's an area desperate for increased efficiency, and full of low-hanging fruit. The average dealer still loses leads within seconds of call initiation and puts customers on hold for inordinate amounts of time. Non-qualified sales agents communicate with important sales leads while repeat service customers hit voicemail over and over.

The end goal of AI in the automotive industry is simple: Sell and service more vehicles while enhancing the customer experience. Merging AI technology with your phone process is a no-brainer because the phone possesses tremendous opportunity.

Where else is AI seeping into the automotive industry? Check out the chart on the next page.



HOW IS THE INDUSTRY **USING AI?**



Audience Targeting: Attract online shoppers to site by tracking their shopping trends



Smart Pop Ups: Heighten online presence by engaging customers with right content at right time



SEO: Comprehend websites to improve search engine results and rankings



Driver Assist Features: Real-time perception of the driving environment for increased safety



Cognitive Capability: Intelligently bridge communication gaps by imitating human behavior



Phone: Machine-learning ability to identify caller's voice, gender, and mood, and protect their sensitive information exchanged over the call



READY TO CONNECT CALLERS ON THE FIRST ATTEMPT?

MEET CARI, THE BEST EMPLOYEE YOU'LL EVER HIRE.

Using artificial intelligence, Car Wars is changing the phone performance game (again) with its newest innovation, Cari Connect. Cari is the perfect companion for dealers who are sick of connection mediocrity and are ready to challenge the status quo.

READY TO HIRE HER? FIND OUT HOW.

WWW.CARWARS.COM/CARI



**DYNAMIC CUSTOMER
RECOGNITION**



**MOST QUALIFIED
AGENT ROUTING**



**LIVE CALL
INTERFACE**

SHE MAXIMIZES YOUR PHONE HANDLING

- Handles routine calls for you
- Provides live screen pops
 - Integrates with CRM and DMS
 - Presents relevant caller information

SHE HELPS YOU DO MORE WITH LESS

- Routes fresh ups to top agents
- Intelligently routes returned calls
- Reduces unconnected calls
- Claims calls to keep CRM clean



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