



## RESEARCH STUDY

# THE 5 BEST DATA-BACKED OUTBOUND CALLING TACTICS TO GET MORE CUSTOMERS ON THE PHONE

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# INTRODUCTION

Making outbound calls can be a frustrating and directionless task if you lack order. After repetitively picking up the phone, dialing a customer's phone number, hearing it ring, and getting their voicemail – which is full – it can be hard to find the motivation to do this daunting task. Not only does the lack of answers get defeating, but finding the time to prioritize outbound calls can also be challenging. While making outbound calls may not currently feel like the best use of your time, with a few tweaks to your strategy, this could be a powerful tool and an efficient part of your day.

**Car Wars' data analysts conducted research on thousands of automotive dealerships that have been Car Wars partners since 2019 to get the most accurate and realistic outbound phone handling trends from 2022.** Through our study, we have captured data that further verifies the importance of understanding trends and adjusting current strategies accordingly. Learn data-backed tactics and eye-catching industry trends from 2022 to get connected with more customers on outbound calls.





# ADJUST FOCUS OF OUTBOUND EFFORTS

The average call connection rate when making a **true outbound cold call to a customer with no documented call history to or from your dealership** is only **15.8%**.

The average call connection rate when making an outbound call to a **customer who has called your dealership during the past three years** is **37.4%**.

The average call connection rate on an outbound call made to a customer designated as a **missed opportunity that occurs within one week of the customer's original call** is **48.5%**.

Making cold calls is generally not an efficient way to spend your outbound calling time compared to calling customers with previous activity at your dealership. It's easy for your agents to get discouraged when making outbound calls. Adjust your focus and motivate staff to put efforts toward customers who previously interacted with. Or, an even more efficient use of your time, make follow-up calls from missed opportunities. Missed opportunities include callers who never connected to someone who could help at the dealership, hung up while on hold, left a voicemail message, weren't invited into the dealership for an appointment, or were booked for a soft appointment.\*

Furthermore, 13.3% of outbound calls made to customers deemed missed opportunities result in firm appointments booked. While that may not seem like a high percentage, it is a much more effective strategy than making a true cold call.

## *What is a connected call vs. an answered call?*

A connected call does NOT mean the phone was answered or the customer spoke to a receptionist who then transferred the customer to a voicemail. A connected call is when your customer gets ear-to-ear with a qualified agent who can get their questions answered. An answered call is solely based on a technical pick-up signal. This could mean the customer was sent to an agent's voicemail or hung up while on hold. A connected call ends with the customer receiving the help they need.

\*Car Wars can deliver [Missed Opportunity Alerts](#) straight to your email or text message inbox!

## CONNECTION RATE FOR OUTBOUND CALLS





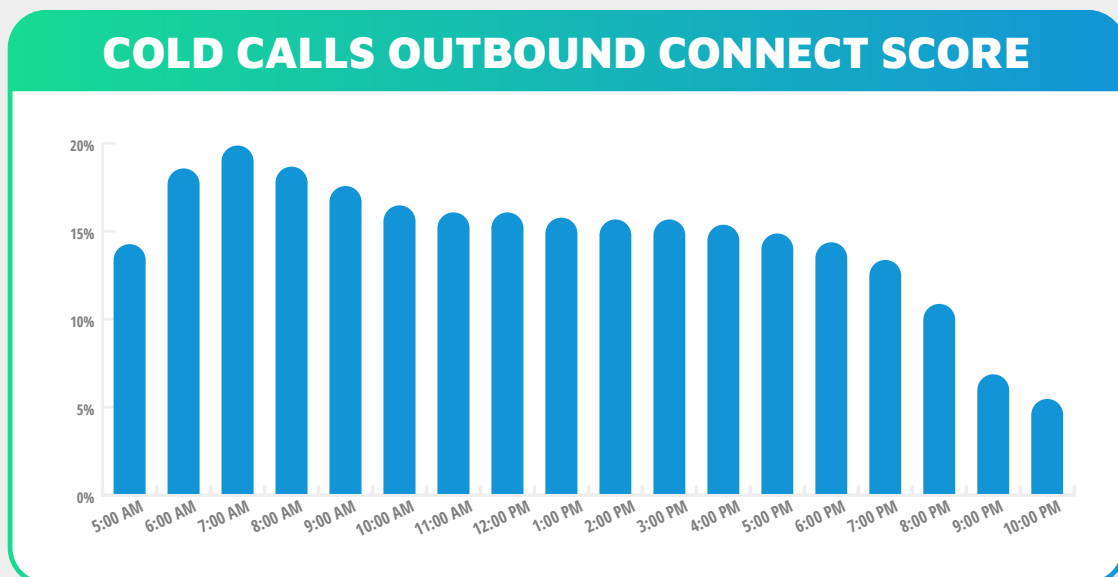
# MOST SUCCESSFUL TIME OF THE DAY TO MAKE OUTBOUND CALLS

The most successful outbound calls are made during the morning hours. **Generally, the best times to make outbound calls to get high call connection rates are 11:00 AM, closely followed by 9:00 AM and 12:00 PM.**

When restricting our data to standard calling hours, the times of the day with the **highest connection rate for true outbound cold calls (no previous call history to or from the customer)** were **8:00 AM, followed by 9:00 AM and 10:00 AM.** However, 7:00 AM had the overall highest connection rate, but with much lower outbound call volume. Although we may see that as a successful time, be courteous to customers if you decide to call in the early morning. Contrarily, 8:00 PM, followed by 7:00 PM and 6:00 PM had the lowest outbound connection rate. **In general, outbound cold call connection rates steadily decrease from 8:00 AM to 8:00 PM.**

The beginning of the week is also a more effective time to make outbound calls statistically, although call connection rates remain pretty consistent Monday through Thursday.

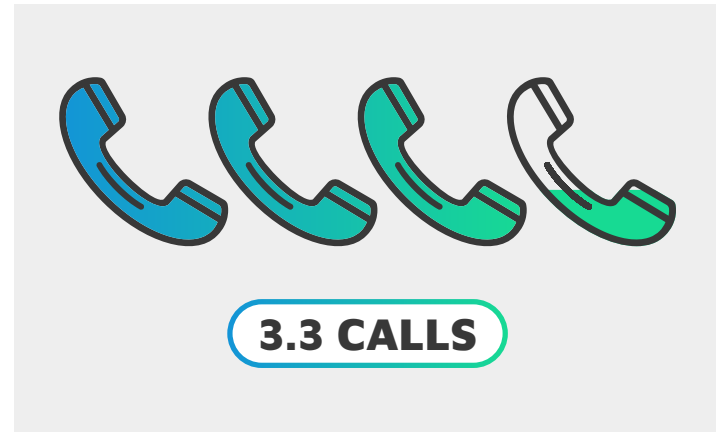
It is important to prioritize making outbound calls in the morning and at the beginning of the week. Schedule meetings in the afternoon and consider blocking off time each morning specifically dedicated to outbound calling campaigns. Whether for customers who left a voicemail after hours or set a soft appointment the week before, you will see the most success first thing in the morning.



# HOW MANY CALLS UNTIL THEY ANSWER?

**If you are calling customers back who are deemed as missed opportunities (weren't connected to your staff or scheduled for a firm appointment) within one week of the original call, it takes an average of 3.3 calls to get them back on the phone.**

Don't cross a customer off your campaign after just one call! Whether the customer's initial call came in from a Google Ad, organic search, third-party site, or another marketing source, calling them back just one time is wasting money. Each lead lost may cost you thousands of marketing dollars.



If making an outbound call isn't resulting in the desired outcome, try pairing it with another outbound communication channel. Alternative forms of communication such as text messages, emails, videos, and voicemail messages may increase the odds of a customer picking up. This is a good opportunity to warn them of a call soon to come, introduce yourself and the intentions of your call, stand out from the competition, and get you back in touch with the prospective buyer.

Not only does this show you can't get discouraged early on, but it also creates a more personal connection to your customers and helps you stand out from the many callers vying for their attention. Furthermore, it may save you from having to make multiple outbound calls that could be avoided by sending a simple text message.





## MAKE MORE OUTBOUND CALLS THAN CALLS RECEIVED

After analyzing Car Wars' top dealers that leverage outbound calling in their Service Departments, we found **the average dealership makes an average of 24% more outbound calls to Service customers than inbound calls.**

Unlike Sales, a large percentage of the outbound calls made in Service should be status update calls. Based on the same subset of dealerships, **39.1% of their total outbound calls are for the purpose of providing status updates.**

If you are consistently providing status updates to your Service customers, it

can reduce the number of calls coming in. In turn, this frees your agents up and allows them to spend their time answering valuable new Service opportunities calling in – increasing potential revenue!

While status updates should be a priority, outbound calls should be made at the beginning of your workday early in the week. Make time to reach out to missed opportunities, declined Service opportunities, and other Service campaigns between 9:00 AM and 12:00 PM for the most success, starting with customers who have recently connected with your dealership.



# HOW TO AVOID APPEARING AS SPAM

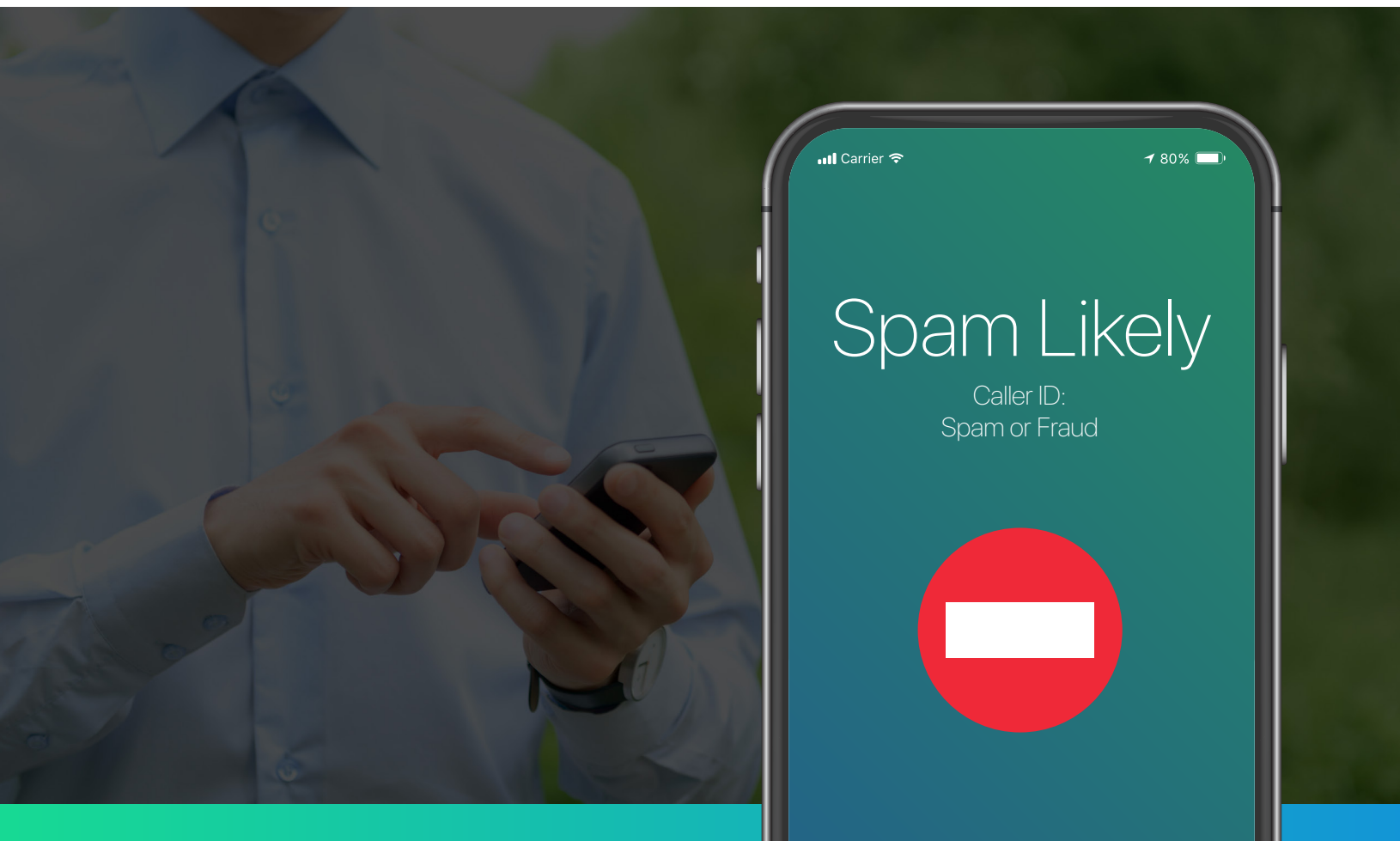
Modern times have brought a rise in spam and dealers are being affected.

**97% of Americans** say they have received a robocall in the past year. **86% of Americans try to only answer calls if they can identify the person or business they are receiving a call from.**

With such a rise in spam over the past few years, it can be difficult to get prospective buyers to pick up your outbound call. Recently, many dealers have noticed a trend of their phone number being flagged as “Spam Likely” to customers. Customers have also been given numerous tactics to block all potential spam calls from hitting their lines.

That said, it’s important to register your outbound caller IDs with national phone carriers to guarantee customers are receiving your calls.\* This authenticates your outbound efforts and allows you time to focus on connecting with customers without the additional hurdle.

*\*Car Wars offers [Carrier Registration](#) to its clients and registers your lines for you with your dealership’s correct information.*



## SUMMARY

It is easy to neglect outbound phone calls simply because of the focus your dealership has on handling inbound calls well. However, the most successful dealerships aren't doing one or the other - they're concentrating on both. Why? Because by implementing the proper outbound phone handling tactics, you could be steps ahead of your competition with improved customer experience, an increase in the number of appointments booked, show-up rate improvement, and a boost to your bottom line! Get connected with more customers on the phone and make your outbound efforts effective by:

- **Focusing your time on customers who have previous communication with your dealership.**
- **Setting up [Missed Opportunity Alerts](#) to hit your inbox as soon as they come in.**
- **Scheduling time at the beginning of the week in the mornings to connect with more prospective buyers.**
- **Being persistent and utilizing multiple communication channels.**
- **Making more outbound calls than calls received in Service.**
- **Registering your outbound caller IDs with [Carrier Registration](#).**

## LEARN MORE

Car Wars can help you by providing transparent insight into 100% of your inbound and outbound calls in both Sales and Service, seamlessly integrating with your CRM to better manage important leads, and improve staff phone handling and accountability.

**If you are ready to own outbound phone handling and get more customers on the phone, visit [carwars.com](https://carwars.com).**