

**READY TO
ASSIST.
PROVEN TO
PERFORM.**



Car Wars
by Call Box

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THE PROBLEM WITH THE PHONE

The phone remains the dealership's highest-intent channel — but also the least consistent. Customers are ready to act when they call, yet most stores struggle to deliver a fast, accurate, and repeatable experience. As a result, revenue quietly slips through the cracks every day.

WHERE DEALERSHIPS STRUGGLE

▶ **Customers can't reliably reach someone who can help**

Holds, transfers, and missed calls push ready buyers away.

▶ **Staff are overloaded and processes break**

Walk-ins, tasks, and ringing lines lead to missed requests and limited follow-up. With turnover high, training gaps appear fast.

▶ **CRM data is incomplete or inaccurate**

Leads aren't logged, attribution is wrong, and follow-up falls through.

▶ **Managers lack visibility into staff activity**

It's unclear who's handling calls and who needs coaching.

▶ **Performance varies across rooftops**

Without consistent processes and visibility, some rooftops convert well while others fall behind leaving corporate in the dark.

▶ **AI introduces new unknowns**

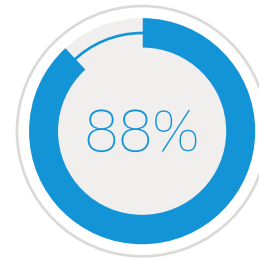
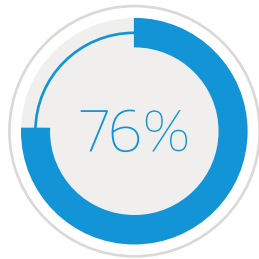
Customers interact with AI before reaching staff, but most dealers lack insight into how those interactions perform.



THE RESULT

- ▶ Dealers are missing out on untapped revenue originating from a poor phone experience. Dealers don't have a lead problem, they have a phone performance problem.

WHAT IS THE PHONE COSTING YOU?



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 OR CALL 833-268-9402

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

THE CAR WARS ADVANTAGE

Car Wars gives dealerships the visibility, consistency, and control needed to fix the most common breakdowns on the phone. By combining AI intelligence, clear reporting, accurate call outcomes, and a proven phone process, Car Wars helps teams Own the Phone.

WITH CAR WARS, DEALERSHIPS CAN



Connect callers faster and reduce hold times, transfers, and missed calls causing frustration.



Identify missed Sales and Service opportunities with real-time alerts and accurate call outcomes.



Eliminate CRM leakage with clean agent attribution and better follow-up visibility.



Understand true staff performance. Who's taking calls, who's booking, and where coaching is needed.



Create consistency across teams and rooftops, rather than relying on individual habits or guesswork.



Gain clarity into AI-handled interactions, ensuring nothing slips through unnoticed.

Car Wars delivers structure, accountability, and real-time insight across every call by anchoring performance in our proven CRISP metrics.



WHAT IS CRISP?

Car Wars introduces CRISP, a simple yet highly effective framework that helps you optimize operations, improve customer engagement, and drive sales and service growth.

C

CONNECT

Get your callers connected with a qualified agent. Make picking up the phone a priority and never leave a caller stranded.

RI

REQUEST/INVITE

Request the appointment on every call and invite the caller into the dealership for a test drive.

S

SET

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

P

PURSUe

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

Sales Benchmarks

C

Connect

80%

RI

Request/Invite

75%

S

Set

45%

P

Pursue

100%

Service Benchmarks

C

Connect

85%

RI

Request Inspection

95%

S

Set

75%

P

Pursue

25%

THE CAR WARS ADVANTAGE

A complete platform built to improve availability, accuracy, visibility, and consistency on the phone.

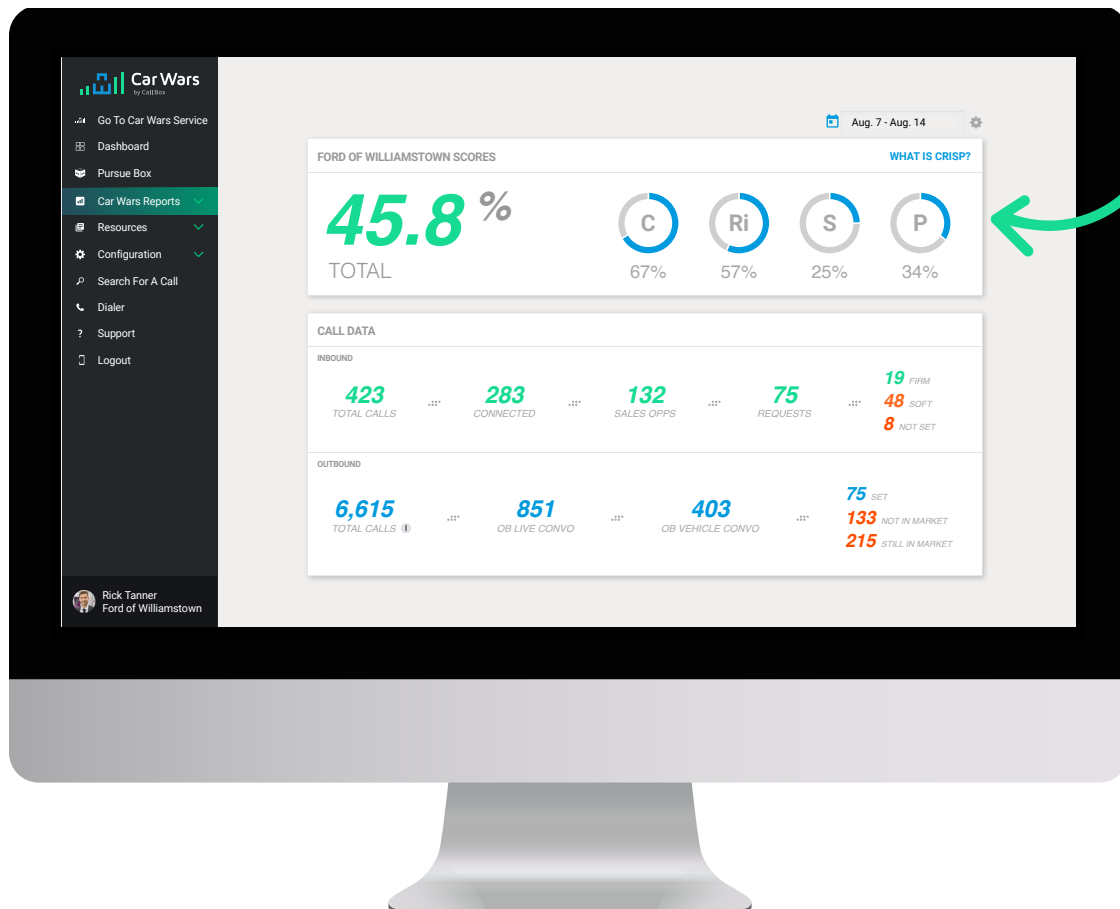
Car Wars delivers everything a dealership needs to manage the phone with confidence, from tracking and reporting to coaching, AI, and enterprise-wide insights. Below is the full suite of Car Wars products and features, organized by the core problems they solve.

VISIBILITY

See what's happening on every call, and what's being missed.

DEALERSHIP CRISP REPORT

Performance metrics that show exactly where teams are connecting, requesting, setting, and pursuing in both Sales and Service.

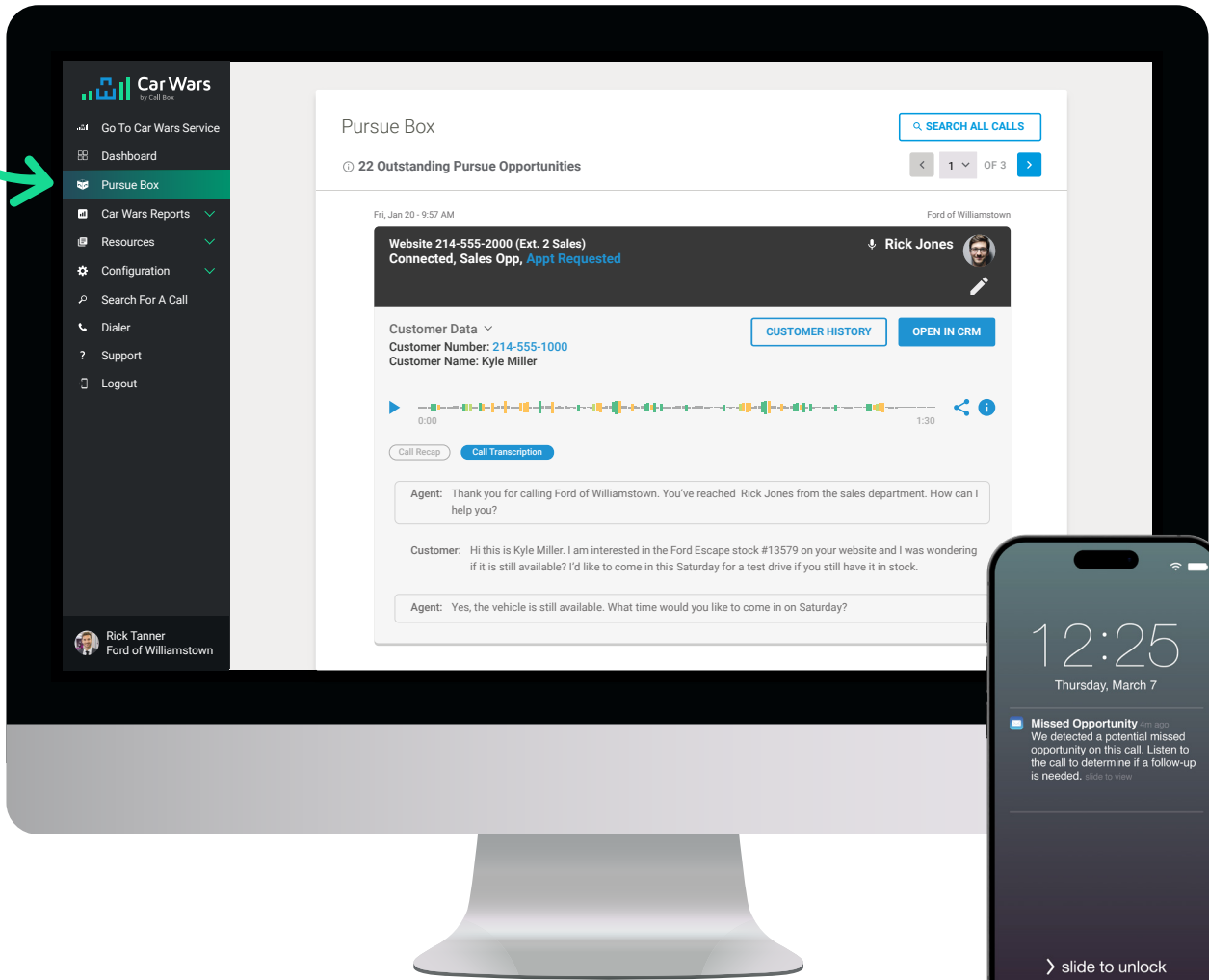


PURSUE BOX

A dedicated workspace to rescue missed opportunities, with the option to organize follow-up by AI-identified intent for faster prioritization.

ACCURATE CALL OUTCOMES + CONVERSATIONAL TRANSCRIPTIONS

Identify what the call was, who handled it, and what happened with clean, easy-to-read transcripts and call tags.



100% CALL TRACKING & RECORDING

Every inbound and outbound Sales and Service call is captured and accessible for review.

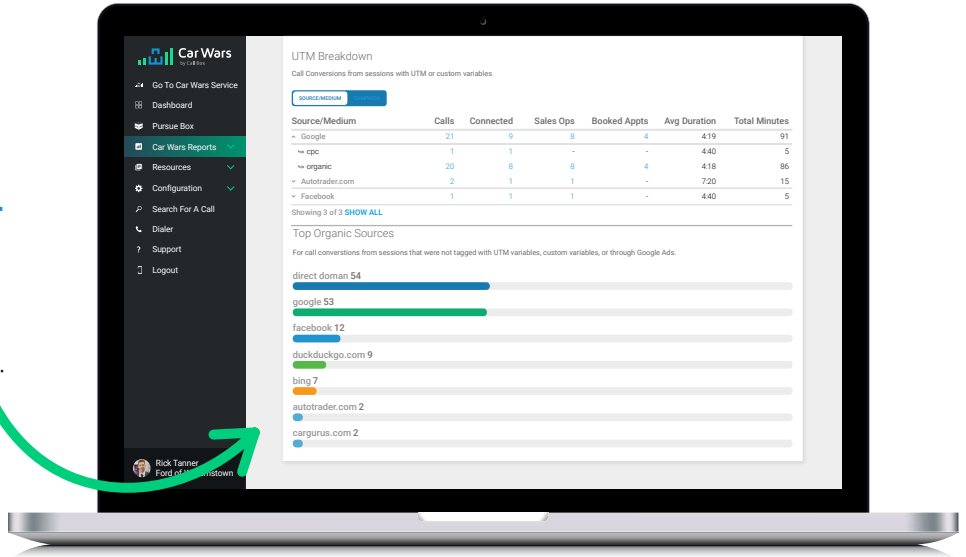
MISSED OPPORTUNITY ALERTS

Flags Sales and Service opportunities that were mishandled or need follow-up.



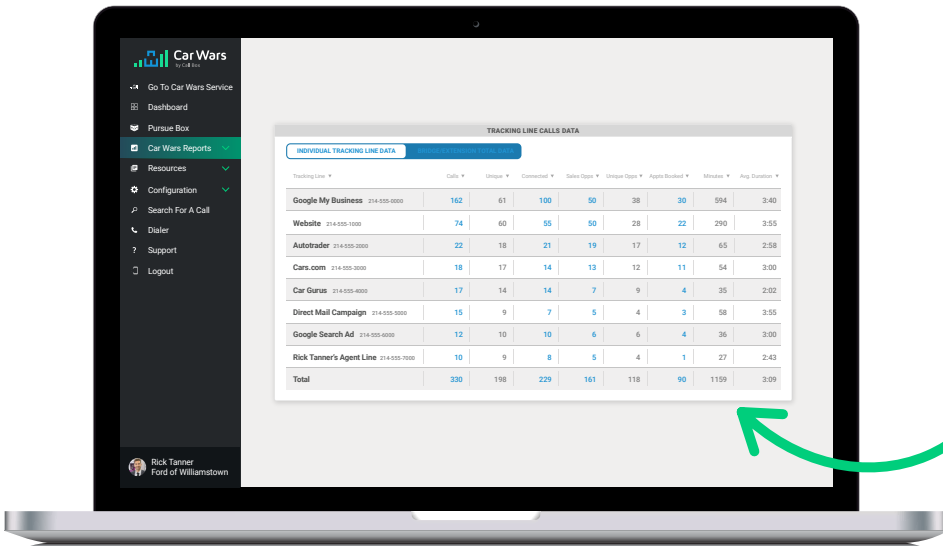
WEBSITE CALLS & DIGITAL ATTRIBUTION

Understand which website actions and digital channels drive real phone opportunities.



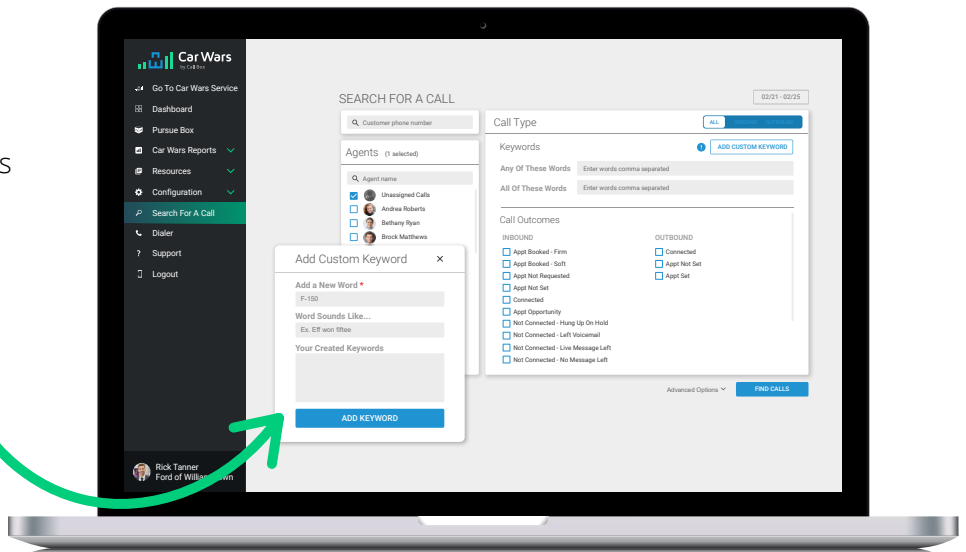
TRACKING LINE SUMMARY

Reveal true call volume and opportunity quality by source, number, and campaign.



KEYWORD 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 and call tags.

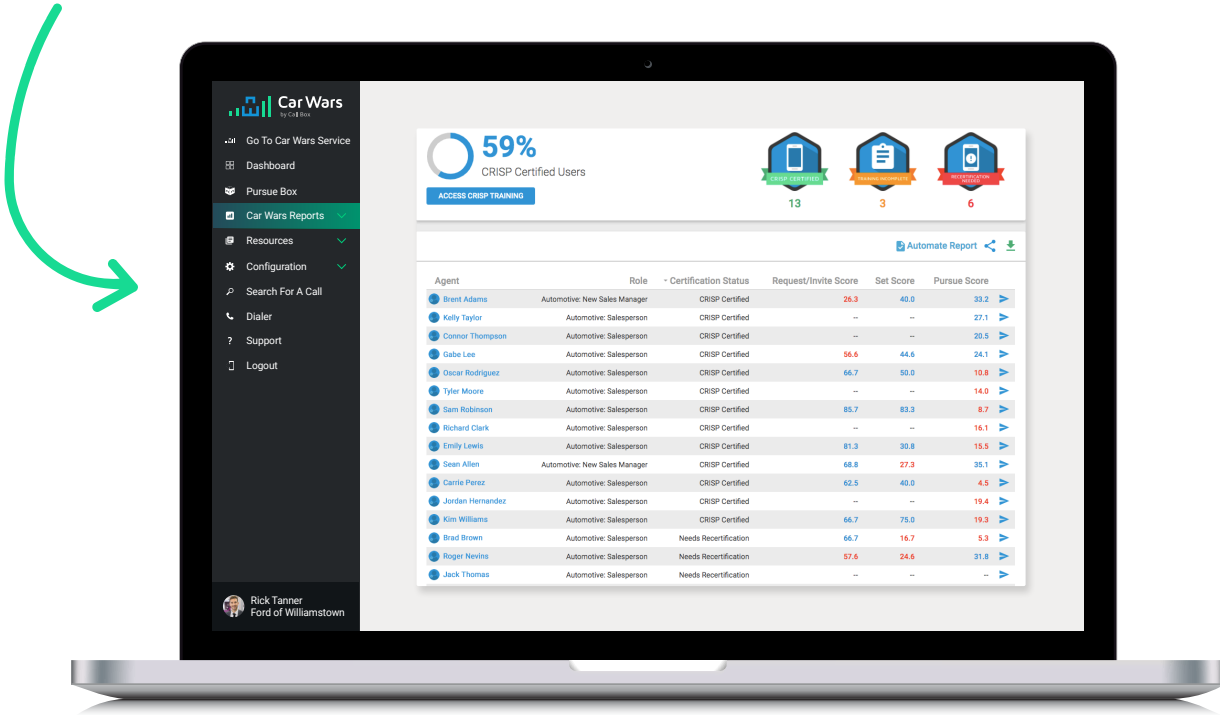


CONSISTENCY

Give teams a structured, repeatable way to handle calls across all agents and rooftops.

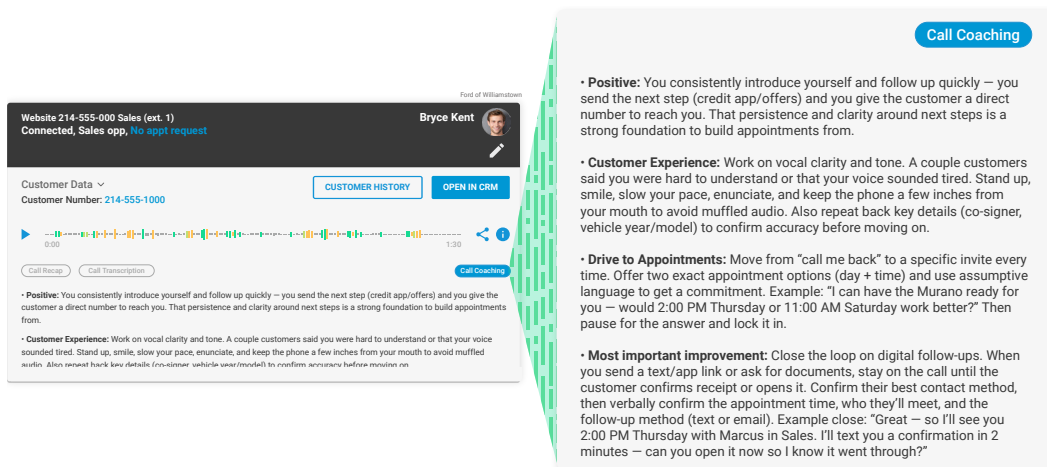
CRISP CERTIFICATION

A structured training program that helps new agents ramp quickly and keeps seasoned agents from falling behind. CRISP improves retention with clear expectations, ongoing refreshers, and guided “phone time-out” remediation when needed.



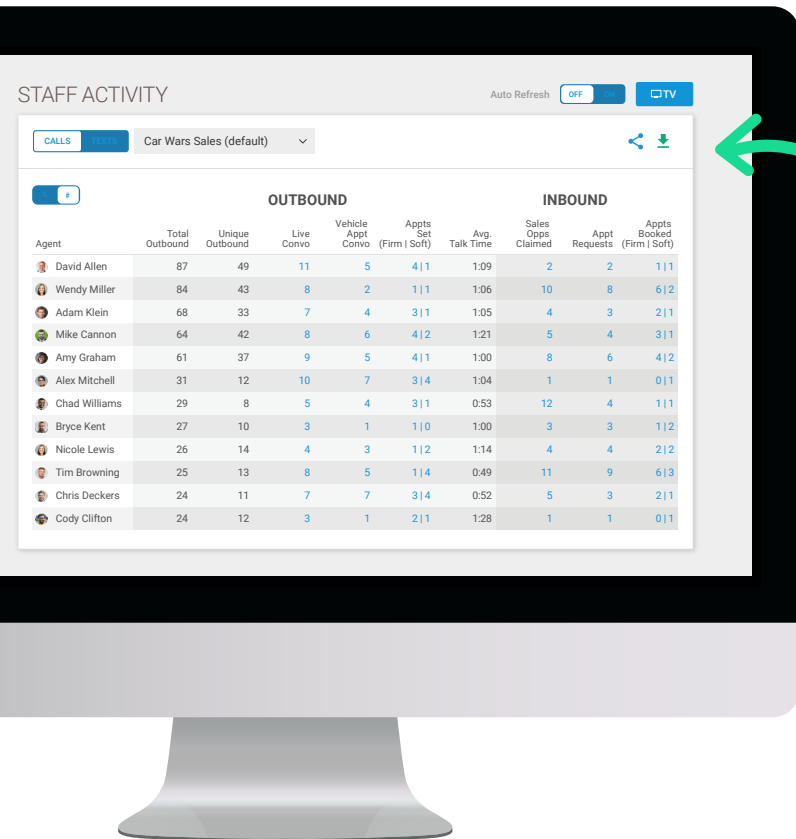
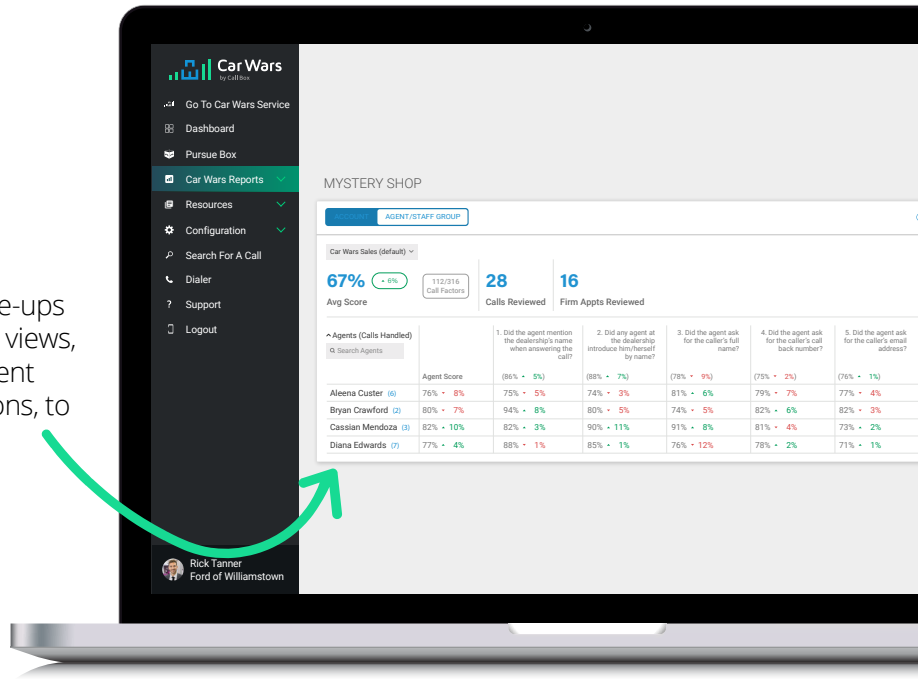
CALL COACHING

Provides AI-generated coaching notes for every call, making it easy to train agents and reinforce good habits. Agents also receive weekly emailed coaching recaps to track progress and guide ongoing development.



MYSTERY SHOP SCORECARD

AI-powered grading on 100% of fresh phone-ups within the call detail, with multiple reporting views, including agent-level breakdowns, department performance, and store-by-store comparisons, to reveal trends and coaching opportunities.

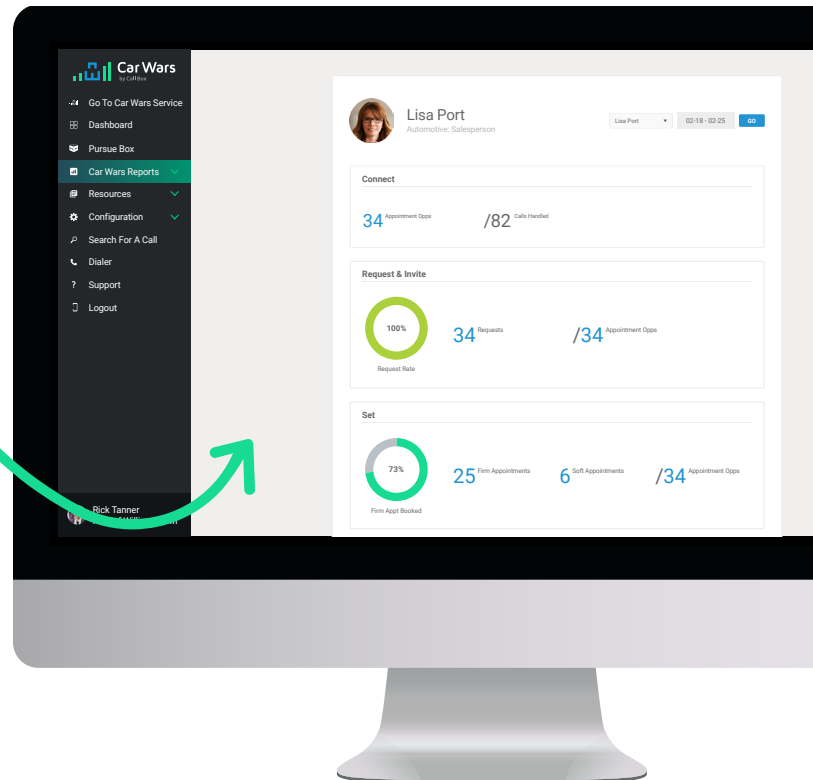


STAFF ACTIVITY REPORTING

Visibility into inbound, outbound, and texting activity so managers can coach both productivity and process.

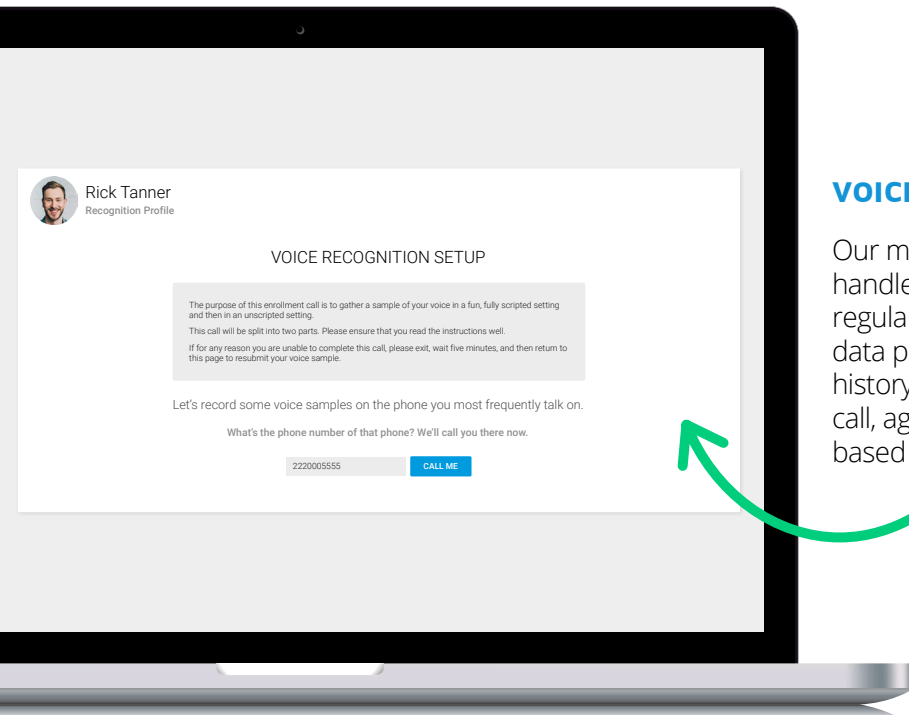
AGENT PERFORMANCE REPORTS

Individual scorecards showing strengths, gaps, and performance trends across CRISP metrics, Mystery Shop scores, and call handling consistency.



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 agent talk time, agent handling history, agent active status during the time of the call, agent department/classification, and name based keyword detection.



PERFORMANCE MANAGEMENT

Tools that help leaders improve outcomes, compare stores, and take action on missed revenue.

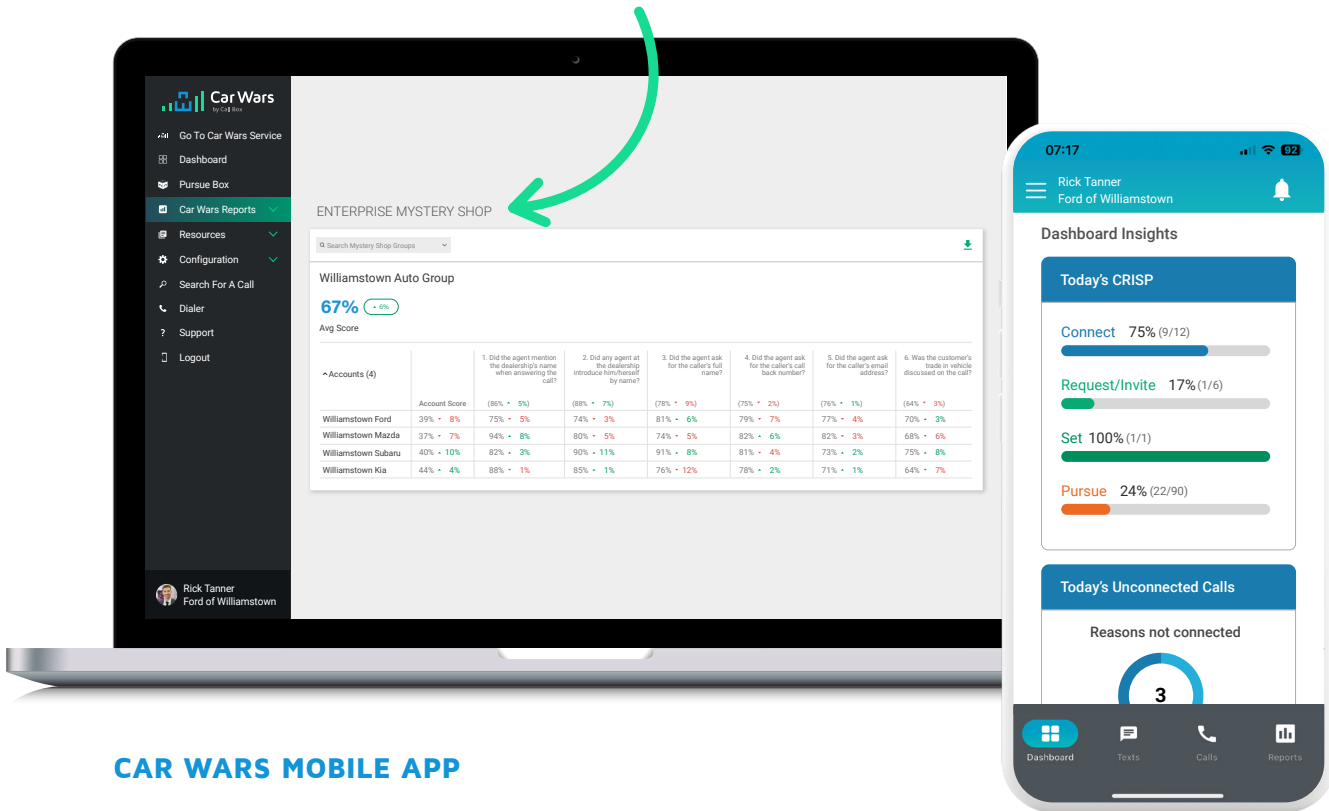
CRM INTEGRATIONS

Clean lead creation, accurate attribution, and visibility into follow-up activity.



ENTERPRISE REPORTING

Compare performance across rooftops, identify trends, and replicate top-store results.



CAR WARS MOBILE APP

Real-time access to calls, alerts, CRISP metrics, and performance insights from anywhere. Managers and agents can seamlessly stay engaged with every call, every text, everywhere.

CARI PHONE ASSIST

Cari improves availability, routing, and booking by helping teams answer, route, and schedule calls with speed and consistency. With AI built on Car Wars' 30+ years of automotive phone intelligence and real dealership data, Cari understands vehicle context, service needs, and dealership workflows far beyond generic AI tools.

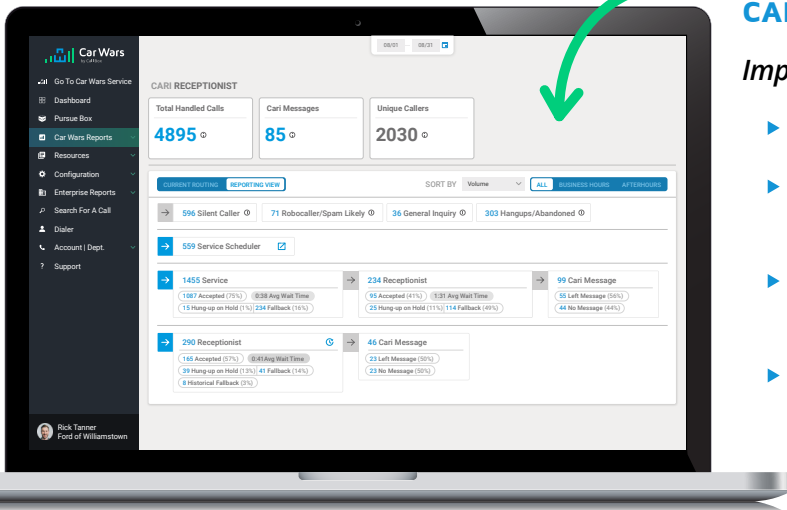
Every conversational AI interaction is fully tracked and visible inside Car Wars.



CARI RECEPTIONIST

Improves availability by:

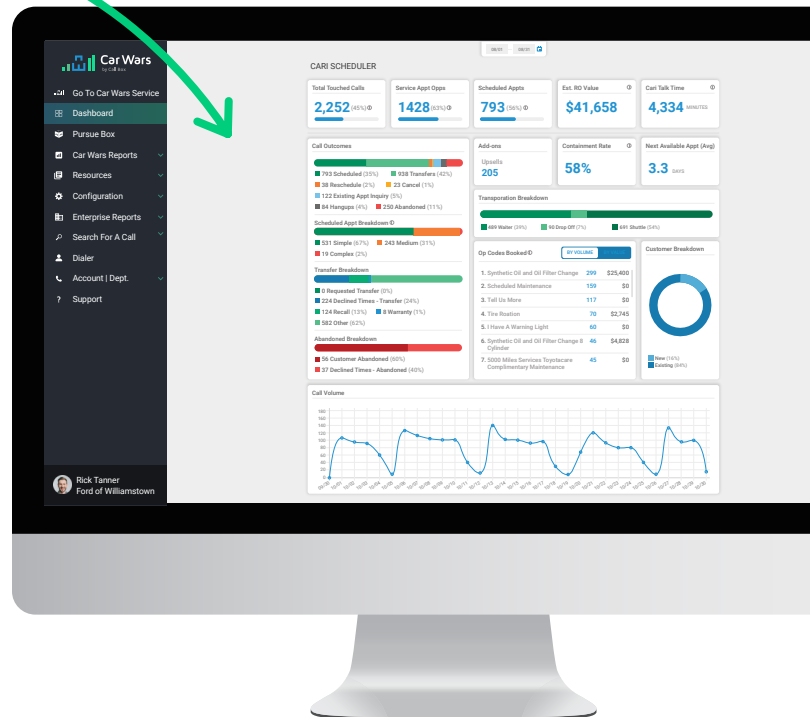
- ▶ Handling calls 24/7/365
- ▶ Reducing hold times with intelligent routing + warm transfers
- ▶ Managing front-desk questions (hours, FAQs, directions)
- ▶ Capturing caller intent + context and logging outcomes automatically



CARI SCHEDULER

Improves Service booking by:

- ▶ Instantly converting callers into appointments
- ▶ Booking using op-code logic, capacity, and dealership rules
- ▶ Supporting after-hours booking + next-day callback capture
- ▶ Tracking booking rates, add-ons, abandonment, and revenue impact

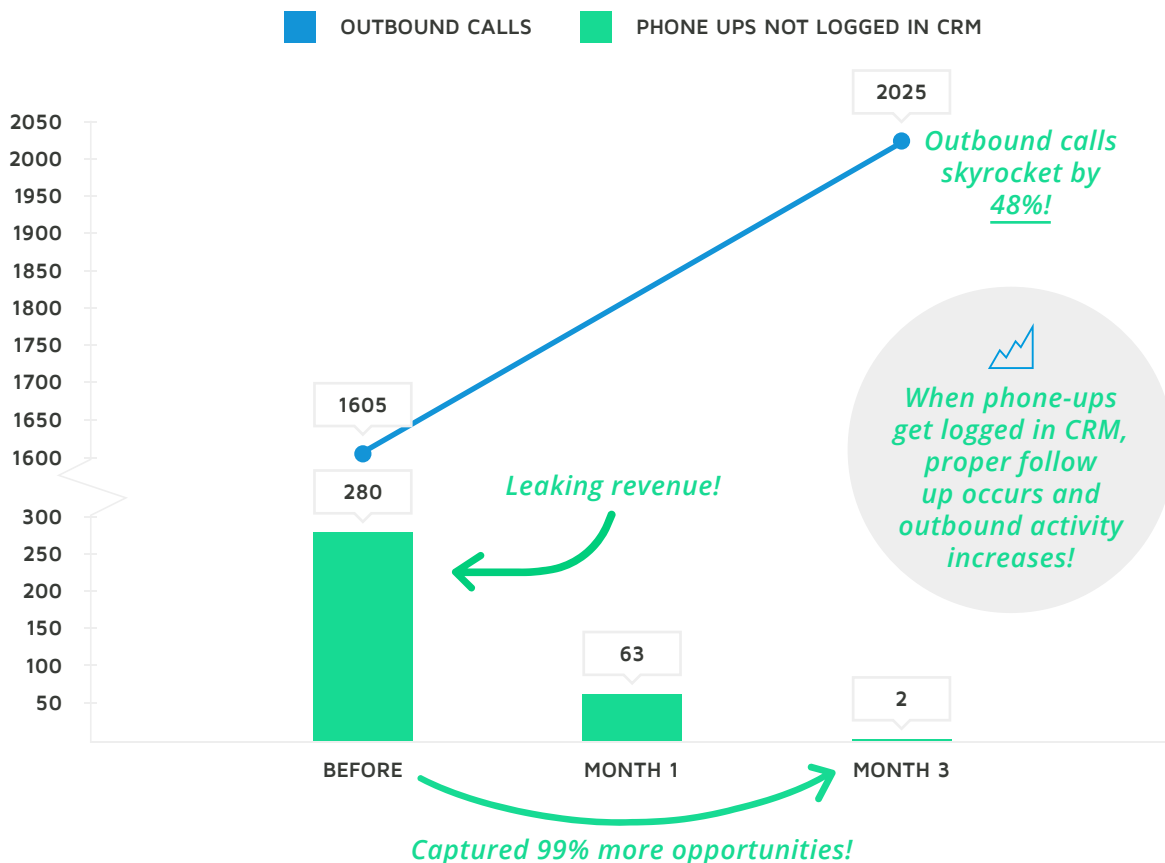


CAR WARS USER SUCCESS STORY

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.

PROVEN IMPACT FOR DEALERS

Car Wars delivers measurable performance improvements across Sales and Service. With clearer visibility, stronger processes, and hands-on consulting, dealers see real, repeatable ROI.

▼ MEASURED RESULTS FROM ACTIVE CLIENTS

+25%
CONNECT RATE

More callers reach someone who can help.

+20%
SET RATE

More opportunities convert to appointments.

3x
MORE LOGGED
QUALIFIED SALES
OPPORTUNITIES

Fewer missed leads + stronger follow-up.

1.95
MINUTES SAVED
PER CALL

Faster handling with Cari improves Service workflows.

85+
MANAGER HOURS
SAVED/MONTH

AI surfaces only the calls that need attention.

8x ROI

Just a few additional saved deals each month pay for Car Wars many times over.

CONSULTING THAT MAKES THE DIFFERENCE



Hands-on onboarding + routing optimization



Coaching enablement with AI summaries + weekly recaps



Ongoing reviews of CRISP, missed opportunities, and staff activity



Fast, responsive support

Ready to strengthen your phone performance and become a Car Wars partner?
Schedule time with a Car Wars expert today.