

MYSTERY SHOP SCORECARD

TRAIN IN REAL TIME USING REAL CALLER EXPERIENCES

AI-powered Mystery Shop Scorecard analyzes 100% of fresh **Sales** and **Service** calls, eliminating sample-size limits and per-call charges. Get full visibility into team performance and unlock real coaching opportunities based on real customer interactions.

No Per-Call Fees

Unlike traditional mystery shop services, which charge \$40-\$50 per call and limit sample size, Car Wars scores 100% of your fresh phone-ups for a complete view of your team's performance.

The Other Guys



\$40-50 per
Mystery Shop Call

VS

Car Wars



100% of
Fresh Phone Ups
Included

Built on

20+

Years of Dealer Call Data

Over

290

million calls annually

Built for Sales & Service

Mystery Shop Scorecard delivers unmatched visibility into your team's phone performance across both Sales and Service. From appointment-setting to objection handling and call outcomes, it provides actionable insights backed by 30+ years of phone expertise and over 290 million analyzed calls.

AI-Powered Scoring

Every unique Sales and Service opportunity call is graded by advanced large language models (LLMs), delivering highly accurate evaluations of tone, intent, and performance at scale.



Car Wars by Call Box Williamstown Ford

Mystery Shop 90% (18/20)

Staff Name: Rick Tanner Time: 07/12 4:54PM

Call Outcome: Connected, Sales Opp, **No Request**

1. Was the customer's trade in vehicle discussed on the call?	YES
2. Did the primary agent on the call introduce his/herself by name?	NO
3. Did the primary agent mention an incentive, promotion, or hook?	YES
4. Did the agent confirm if a vehicle was in stock?	YES
5. Did the agent mention alternative new or preowned vehicles?	YES

MYSTERY SHOP

71% + 29% 321/450 **55**
Avg Score Call Factors Calls Reviewed

93% + 14% 70 / 75	1. Did the agent mention the dealership's name when answering the call?
67% + 7% 50 / 75	2. Did any agent at the dealership introduce him/herself by name?
73% + 10% 55 / 75	3. Did the agent ask for the caller's full name?
87% + 27% 65 / 75	4. Did the agent ask for the caller's call back number?
87% + 12% 65 / 75	5. Did the agent ask for the caller's email address?
88% + 4% 66 / 75	6. Was the customer's trade in vehicle discussed on the call?

Actionable Reports & Trending Data

Access detailed performance insights by store, agent, and call type. Filter data by date range, track trends, and export reports for deeper analysis and coaching.

Each scorecard is based on criteria that reflect the proven skills and strategies of top-performing dealerships, grounded in insights from **30+ years of phone experience and over 290 million calls reviewed.**

Car Wars captures a far larger sample size than traditional services, giving you a complete view of phone performance. **Use it to coach proactively, prep for OEM mystery shops, and improve every customer interaction.**

Still relying on a few sample calls to gauge performance?
Uncover what your customers actually experience.

www.carwars.com/main | 833-413-3814