



GENERAL MANAGER

USER GUIDE



TABLE OF CONTENTS

04

DEALERSHIP CRISP

06

TRACKING LINE SUMMARY

08

USER ENGAGEMENT REPORT

09

AUTOMATED REPORTS

10

STAFF ACTIVITY

11

LEARN MORE

GENERAL MANAGERS & **CAR WARS**

Car Wars is the premier call tracking provider used by thousands of dealerships to capture more appointments over the phone. Car Wars identifies the calls needing attention and alerts managers to take action, gives dealers complete insight into what is happening on the phone, and actively helps them improve phone performance.

GENERAL MANAGERS USE CAR WARS TO



Equip Sales managers with areas for focusing on phone improvement.



Change the culture of the phone in the dealership.



Rescue missed opportunities.



Train agents how to handle the phone properly.



Spend marketing dollars on the sources that drive real Sales opportunities.

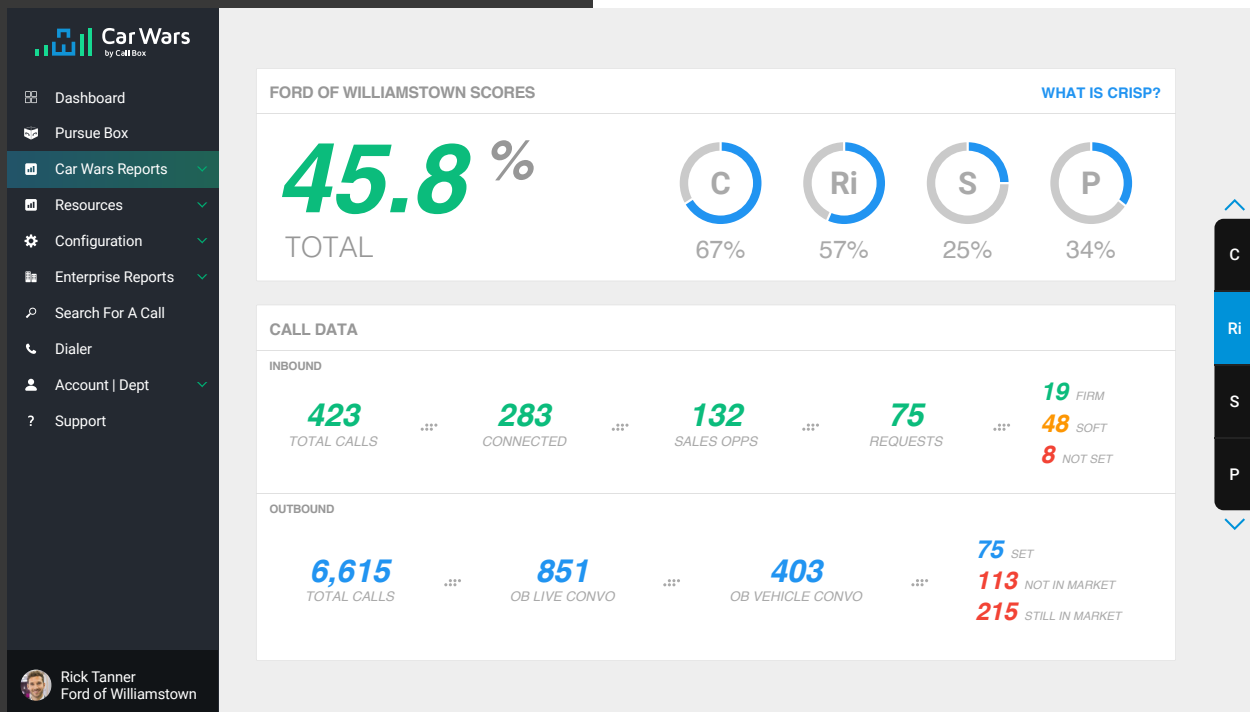
CAR WARS REPORTS

When utilizing Car Wars reporting, you should be able to effectively manage your phone performance in less than 30 minutes each morning. These daily reports should be used alongside Car Wars alerts throughout the day.

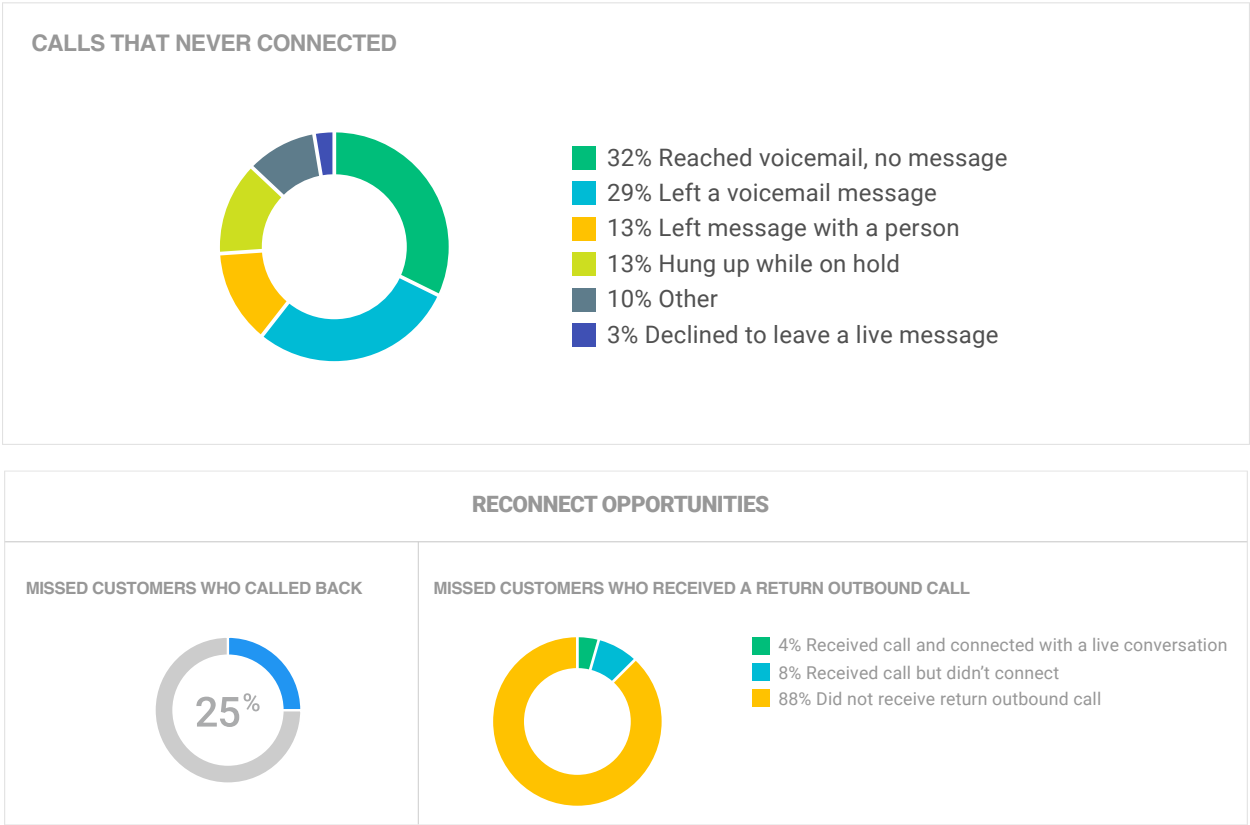
1

DEALERSHIP CRISP

Use the [Dealership CRISP Report](#) as a lens to view your store's phone performance and maximize every lead that comes into your dealership. Each subsection of the CRISP report brings you quick, actionable data into how well your store is performing on the phones. Using Car Wars' CRISP phone metrics, you can see how well your dealership **Connects** callers to the proper department to assist the customer, how often your salespeople are **Requesting** and **Inviting** potential customers into the dealership, and if your salespeople are **Setting** appointments at firm dates and times. You can also view the outbound phone call performance of the Sales team to **Pursue** potential opportunities and connect with them through the phone.

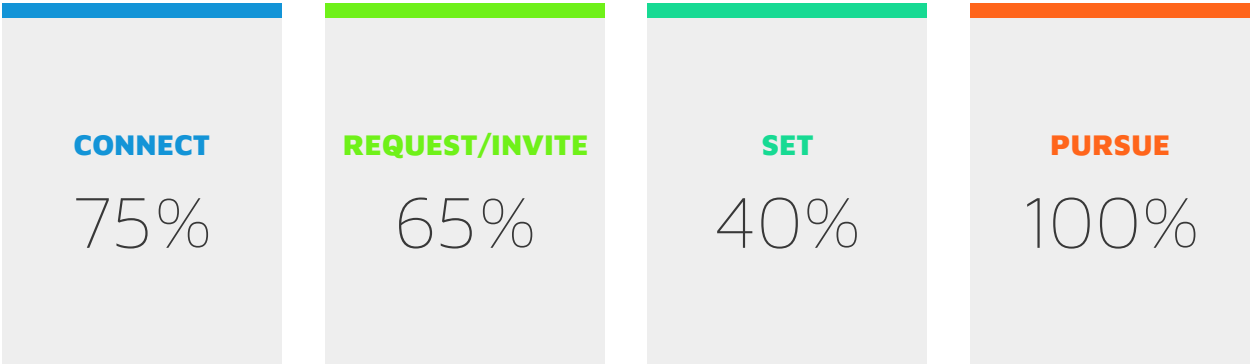


Each time you view the CRISP report, make sure to check on the reasons why calls did not connect and what percentage of these unconnected callers received a call back.



CRISP BENCHMARKS

100% on all of these metrics may be unrealistic. Car Wars recommends aiming for these CRISP benchmarks:



2

TRACKING LINE SUMMARY

The [Tracking Line Summary](#) report is a top-notch inbound volume report that helps pinpoint your best marketing sources, glean insight into if your Sales team is picking up direct calls from customers, and what times of day inbound calls are struggling to Connect.



Tracking Line Summary

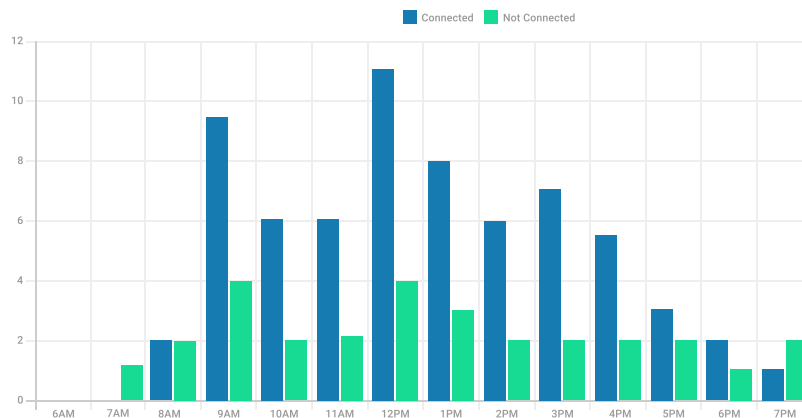
TRACKING LINE SUMMARY

ALL CALLS REVIEWED CALLS

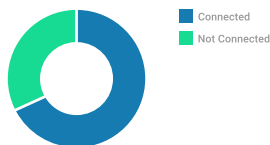
Key Metrics

100 **86** **68** **16** **457** **4:27**
Calls → Unique Calls → Connected → Appt Booked Minutes Avg Duration

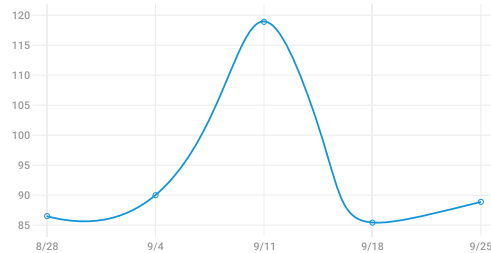
HOURLY TOTALS DAILY TOTALS



Connected Rate



Connected Trend



Toggle between your marketing sources and Agent Line calls to best understand where calls are most often unconnected.

TRACKING LINE CALLS

BRIDGE/EXTENSION TOTALS

↓

#									
						<input type="checkbox"/> Marketing Lines	<input checked="" type="checkbox"/> Agent Lines		
Tracking Line	Calls	Unique	Connected	Service Opps	Unique Opps	Appts Booked	Minutes	Avg. Duration	
Jane Allen Agent Line 214-555-0000 ▲	50	44	36	13	13	6	271	5:26	
Adam Klein Agent Line 214-555-1000 ▲	21	20	14	11	11	3	93	4:27	
Amy Graham Agent Line 214-555-2000	4	4	3	2	2	2	10	2:35	
Bryce Kent Agent Line 214-555-3000 ▲	1	1	1	1	1	0	10	10:00	
Nicole Lewis Agent Line 214-555-4000	1	1	1	1	1	0	7	7:20	
Tim Smith's Agent Line 214-555-5000	3	2	1	1	1	6	7	2:20	
Rick Tanner's Agent Line 214-555-6000	2	2	2	1	1	6	6	3:10	

PRO TIP:

Turn on Agent Line Fallback to ensure calls that would otherwise hit agents' voicemails are routed back to the dealership to get their questions answered!



3

USER ENGAGEMENT REPORT

Monitor the [User Engagement Report](#) to review how managers are performing the processes created within the Car Wars platform. Check to ensure that Sales managers are listening to calls and sharing them with specific team members for follow-up.



User Engagement

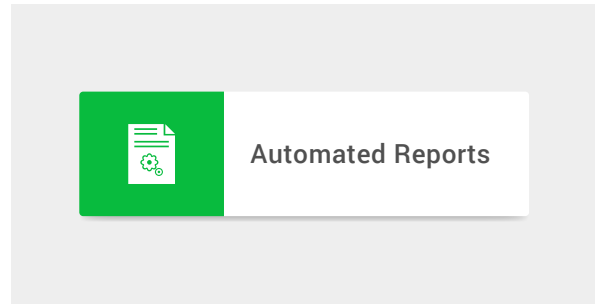
USER ENGAGEMENT	
Bryce Kent	GO
Interactions	
Added Note to Call (exc. CRM) ▾	42
Listened to Call (inc. CRM) ▾	56
Logins (inc. CRM) ▾	73
Modified Call Review ▾	82
Shared Call ▾	46
Reports	
Edited/Set up Report ▾	37
Generated Report ▾	36
Searched for a Call ▾	47
Staff Profiles	
Created new Profile ▾	29
Deactivated Profile ▾	16

Use this report to see who on your team is most effectively viewing various Car Wars reports that require their oversight and action.

4

AUTOMATED REPORTS

The [Automated Reports](#) tool is one of the most powerful resources in your Car Wars toolbox. We recommend two distinct ways of setting up the automation: (1) by Car Wars Report or (2) by specific call categorization.



New Automated Report

To receive immediate alerts when a particular type of call happens, select Individual Call Alert.

Report Type: **Daily** (dropdown) | Report Title:

Recipients (0 Added)
 ADD

Included Reports (0 Selected)

Inventory Calls	Staff Activity	Dealership CRISP
Agent Performance	Tracking Line Summary	Car Wars Competitions
Call Volume	User Engagement	

Included Calls ☐ ALL CALLS

Inbound	Outbound		
<input type="checkbox"/> Connected	<input type="checkbox"/> Connected	<input type="checkbox"/> Only Calls with Call Recaps Filter By TRACKING NUMBERS (0 Numbers Selected) STAFF GROUPS (0 Groups Selected)	
<input type="checkbox"/> Not connected - hung up on hold	<input type="checkbox"/> Appt set		
<input type="checkbox"/> Not connected - left voicemail	<input type="checkbox"/> Appt not set - not in market		
<input type="checkbox"/> Not connected - live message left	<input type="checkbox"/> Appt not set - still in market		
<input type="checkbox"/> Not connected - no message left	<input type="checkbox"/> Didn't Connect/No Message Left		
<input type="checkbox"/> Not connected - no message left	<input type="checkbox"/> Not connected - left voicemail		
<input type="checkbox"/> Not connected - no message left with employee	<input type="checkbox"/> Potentially Dissatisfied Customer		
<input type="checkbox"/> Sales opportunity	Using our AI Sentiment Detection Checkbox enabled with Individual Call Alerts		
<input type="checkbox"/> Appt booked - Firm			
<input checked="" type="checkbox"/> Appt booked - Soft <input checked="" type="checkbox"/> Appt not requested <input checked="" type="checkbox"/> Appt not set			

SUBMIT

Missed Opportunity reports can be customized, but generally would be either Not Connected reports or Sales Opportunities that didn't end in a Firm Appointment. We recommend setting these up for instant text message alerts so you can immediately review and reach out to the customer.

5

STAFF ACTIVITY

The [Staff Activity](#) report is the best place to view daily efforts with pursuing potential customers. We'll also include metrics for inbound call volume and phone handling performance. Toggle to the *Percentage* option to see which team member is building the best relationships with customers and connecting with them at a higher rate.



Staff Activity

STAFF ACTIVITY

Auto Refresh ☐ OFF ☐ ON

Ford of Williamstown



☒ % ☐ #

Agent	OUTBOUND						INBOUND		
	Total Outbound	Unique Outbound	Live Convo	Vehicle Appt Convo	Appts Set	Avg. Talk Time	Sales Opps Claimed	Appt Requests	Appts Booked (Firm Soft)
David Allen	873	499	15%	68%	13%	1:09	2	80%	75% 25%
Wendy Miller	843	434	34%	53%	7%	1:09	10	38%	17% 67%
Adam Klein	685	331	30%	52%	24%	1:05	1	0%	0% 0%
Mike Cannon	644	429	23%	49%	0%	1:21	5	50%	33% 33%
Amy Graham	611	370	17%	58%	4%	1:00	8	41%	14% 0%
Ben Mitchell	311	120	26%	53%	17%	1:04	1	25%	100% 0%
Chad Williams	226	87	18%	65%	0%	0:53	13	67%	20% 30%
Bryce Kent	174	107	15%	70%	5%	1:00	2	50%	0% 2%
Nicole Lewis	149	109	38%	60%	5%	1:14	4	35%	12% 40%
Tim Browning	143	71	26%	26%	6%	0:49	11	38%	0% 67%
Chris Deckers	137	98	26%	62%	4%	0:52	5	52%	22% 30%
Lisa Greene	104	72	16%	34%	11%	1:28	1	28%	14% 18%

LEARN MORE

Check out Car Wars' Tips & Tricks resource to learn more best practices and tools for leveraging the phone.



Tips & Tricks

Need help with your account? Click on the Support resource or contact Car Wars' Support Team at 214-446-7867.



Support

SCHEDULE A CONSULTATION

- Visit carwars.com/home/schedule
- Email clientsuccess@carwars.com

