



**GENERAL SALES MANAGER**

# USER GUIDE



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# GENERAL SALES 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 SALES MANAGERS USE CAR WARS TO



Hold Sales team accountable for their daily activity.



Reallocate time from listening to calls to rescuing missed opportunities and training those that need it the most.



Determine which ad sources are producing genuine 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 report should be used alongside of Car Wars alerts throughout the day.

*\*Review Frequency:  
Daily*

1

## 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									
Ford of Williamstown									
Auto Refresh OFF ON									
%									
OUTBOUND							INBOUND		
Agent	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%



## 2

## STAFF PROFILES

**Staff Profile** maintenance is integral to seeing accurate reporting in Car Wars. Anytime a new salesperson comes aboard, or leaves the dealership, we need to make sure the Staff Profile page reflects these updates.

When a new user is created, make sure that the respective User Integration Code is then added to CRM. Reach out to your consultant with any questions about the best code to use for your CRM.

For existing users, you can also quickly see if staff are set up for *Voice Recognition* or *Automated Reports* from their Staff profile.

The screenshot displays the staff profile for Rick Tanner. At the top, there's a header with a profile picture, the name "Rick Tanner", a "LOGOUT" button, and a "Forgot password?" link. Below the header, the "Details" section includes a toggle for "Does this person handle calls?" (set to YES), and input fields for Name, Username, Email, and Role. A "SET UP AGENT LINE" button is prominently displayed. Further down, there are fields for Mobile Phone, Desk Phone, Phone Code, and Share ID. The "RECOGNITION PROFILE" section shows the status of facial and voice recognition. The "Groups" section lists "Sales" with an "EDIT GROUPS" button. The "Reports" section shows "Account Access: 2" with an "ADD/REMOVE ACCESS" button and lists "Ford of Williamstown" and "ABC Ford". A "SAVE" button is at the bottom left.

**Staff Profile: Rick Tanner**

**Details** Does this person handle calls? **YES** **NO**

Name: Rick Tanner

Username: ricktanner

Email: rick@fordofwilliamstown.com

Role: Sales Agent

**SET UP AGENT LINE**

Mobile Phone: 214-555-0000 Desk Phone: 972-555-0000

Phone Code: 1234 Share ID: 0000001

Outbound Line: General Outbound Line | 469-555-0000

**SAVE**

**RECOGNITION PROFILE**

Facial recognition not set up

Voice Recognition: Voice Profile Ready ⓘ

**Groups** **EDIT GROUPS**

Sales

**Reports** **MANAGE REPORTS**

Account Access: 2 **ADD/REMOVE ACCESS**

Ford of Williamstown ABC Ford

## 3

## PURSUE BOX

Car Wars is all about knowing when missed opportunities occur and providing quick insight into follow-up efforts for the customer. We place any sales opportunity that was not a firm appointment booked from the last 72 hours into the [Pursue Box](#). Anytime you're in Car Wars, monitor the Pursue Box to ensure your most recent leads are followed up with.



Pursue Box

### PRO TIP:

Check out the Customer Info tab to see if any outbound calls have gone out to the customer.

Pursue Box

① 22 Outstanding Pursue Opportunities

SEARCH ALL CALLS

< 1 OF 3 >

Mon, Mar 28 - 10:00 PM Ford of Williamstown

**Website 469-555-1000 (ext. 3)**  
**Connected, Sales opp, No appt request**

**Bryce Kent**

**Customer Data** **CUSTOMER INFO** **OPEN IN CRM**

Customer Number: 214-555-0000  
Customer Name: Steve Williams  
Event Status: Open Lead

0:00 4:23

**Call Recap** Call Transcription

Caller is interested in a 2020 Ford F-150, stock #90345 and asked for availability. Caller talks about his vehicle preferences regarding specs, features, and color. Agent says he will check the availability of the vehicle and call him back. Call ends.

*\*Review Frequency:  
Daily*

## 4

## VOICE RECOGNITION


[Voice Recognition](#) was created to make sure we have a complete voice profile of each of your agents. To help move agents to Voice Profile Ready, you'll need to review the "Unclaimed" calls from the Connect portion of the Dealership CRISP report.


**Ensure all staff have completed enrollment.**


Enrollment/Voice Profiles


All Staff


Voice Profile Ready


David Allen


Mike Cannon


Ben Mitchell


Bryce Kent

Wendy Miller

Amy Graham

Chad Williams

Rick Tanner

Adam Klein

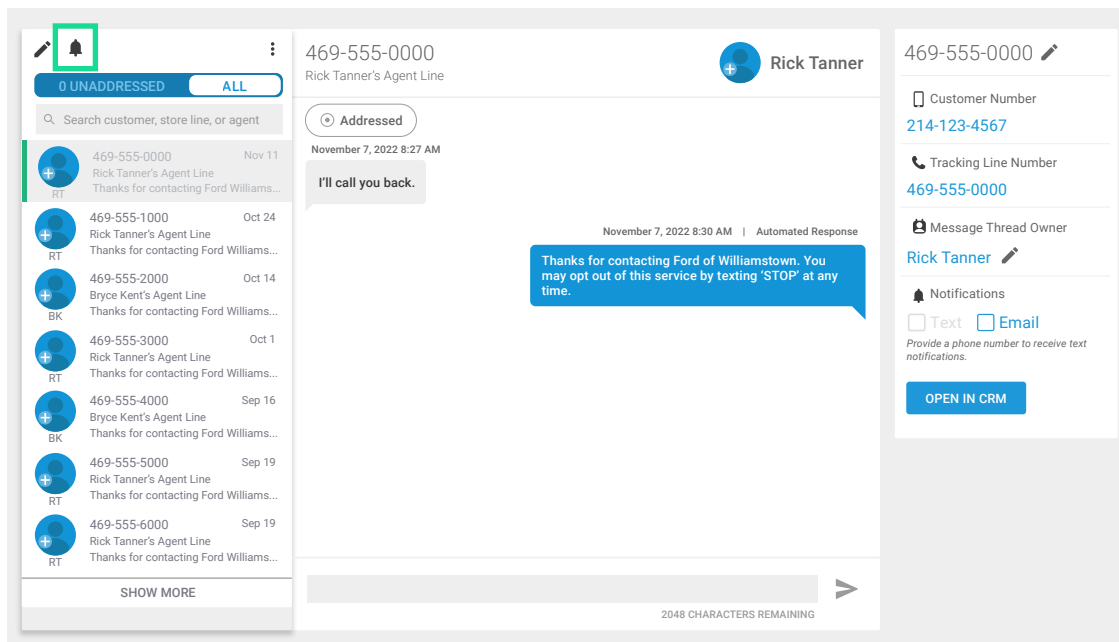




## 5

## TEXT MESSAGES

Use the [Text Messages](#) report to keep track of all the text communication coming from your customers. Your sales agents will be able to see texts to their agent lines from this report.



The screenshot displays the 'Text Messages' interface. On the left, a list of messages is shown, including details like the phone number (e.g., 469-555-0000), the agent (Rick Tanner's Agent Line), and the date (Nov 11). A bell icon is highlighted in the top left corner of the interface. The main area shows a detailed view of a message from 469-555-0000, dated November 7, 2022, 8:27 AM. The message content is 'I'll call you back.' Below this, an automated response is shown: 'Thanks for contacting Ford of Williamstown. You may opt out of this service by texting 'STOP' at any time.' On the right, a sidebar contains customer information: Customer Number 214-123-4567, Tracking Line Number 469-555-0000, Message Thread Owner Rick Tanner, and Notifications settings (Text and Email). An 'OPEN IN CRM' button is also present.

Click on the “bell” icon to ensure that you’re receiving alerts anytime a text thread is open. This is especially important to work with your sales team to set up so they can quickly respond to texts into their Agent Lines.

Notification Settings

Send notifications to:  
internaluser@callbox.com  
Enter a mobile number.

EDIT

Notify new conversations via:

Search Tracking Lines

Email

Text

Rick Tanner's Agent Line (retired)

Bryce Kent's Agent Line

Bethany Ryan's Agent Line

All Tracking Lines

Changes to tracking line settings are saved automatically.

By subscribing to text-notifications on this pod, you agree to receive notifications via text from and agree to our terms at <https://texting-tos.com>. You can manage your subscriptions here and may opt-out altogether any time by texting the word STOP. Msg & data rates may apply.

Unsubscribe from all text notifications.

## 6

## 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

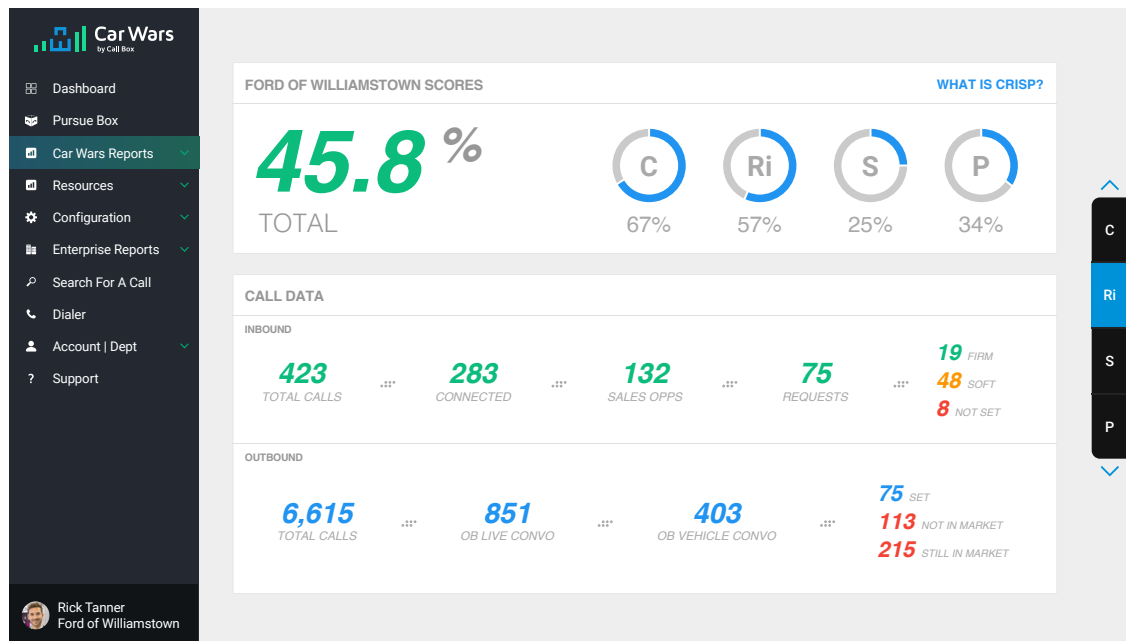
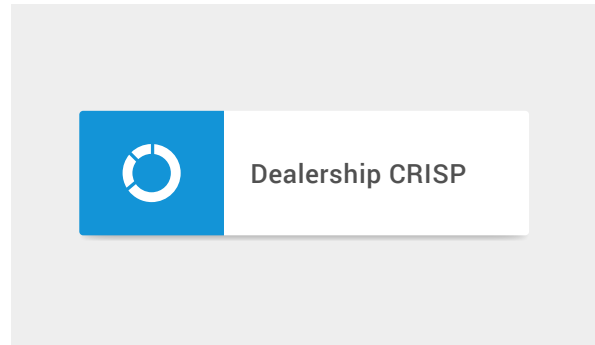
USER ENGAGEMENT	
Bryce Kent	GO
Interactions	
Added Note to Call (exc. CRM) ▾	42
Listened to Call (inc. CRM) ▾	56
Logins (inc. CRM) ▾	73
Modified Call Review ▾	82
Shared Call ▾	46
Reports	
Edited/Set up Report ▾	37
Generated Report ▾	36
Searched for a Call ▾	47
Staff Profiles	
Created new Profile ▾	29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

## 7

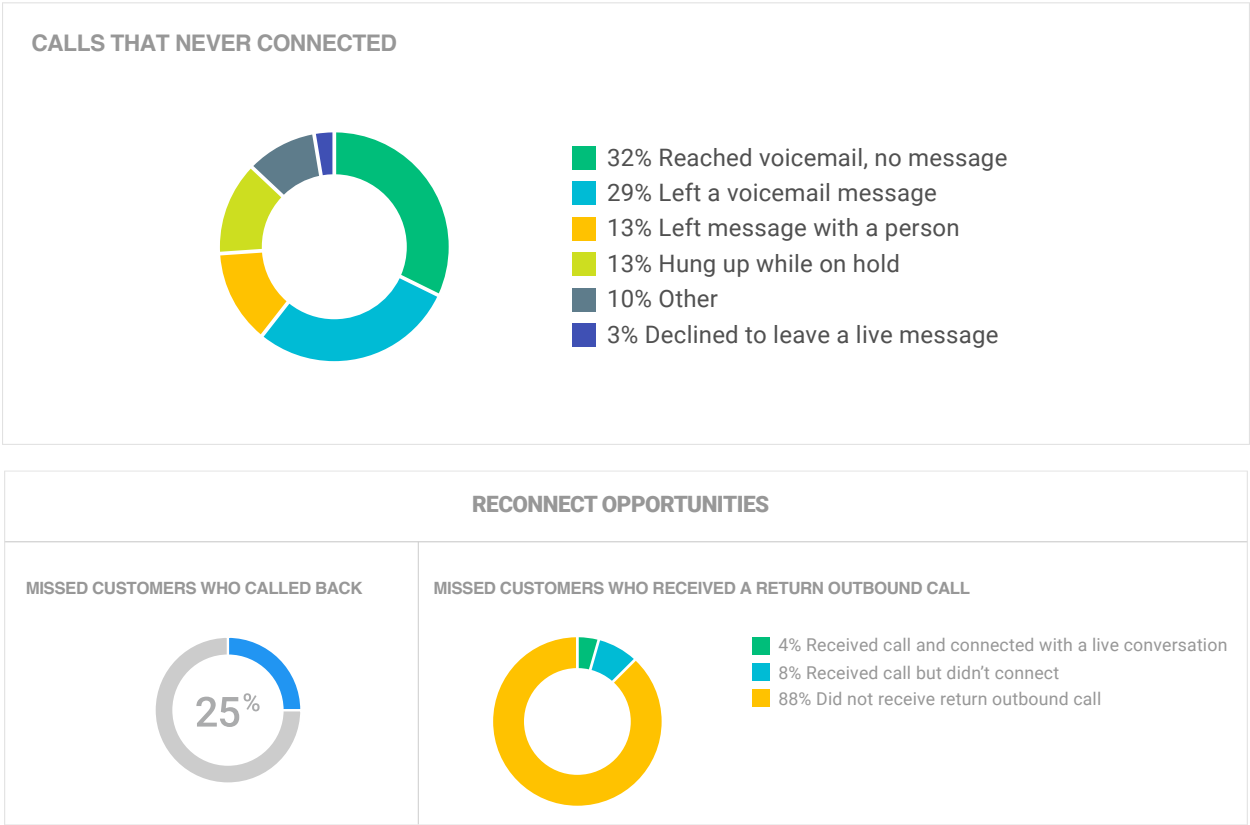
## DEALERSHIP CRISP

The [Dealership CRISP Report](#) is a bird's-eye view as to how your store is doing in each crucial phone metric. CRISP is the acronym to score your ability to **Connect** callers to someone who can help them, **Request** the appointment and **Invite** potential customers into the dealership, **Set** the appointment for a firm date and time, and **Pursue** opportunities by making outbound calls.



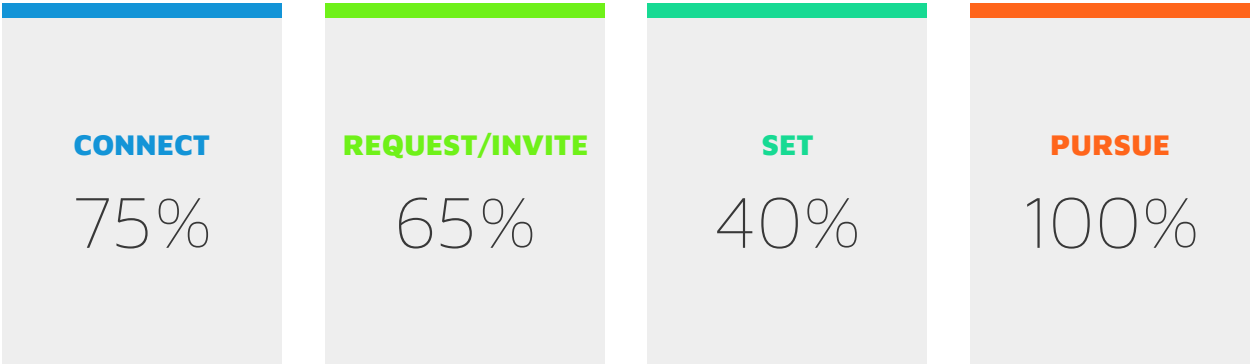


Each time you view the CRISP report, make sure to check on the reasons why calls did not connect and what percentage of these unconnected callers received a call back.



CRISP BENCHMARKS

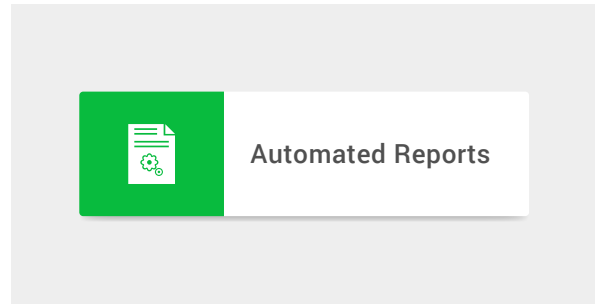
100% on all of these metrics may be unrealistic. Car Wars recommends aiming for these CRISP benchmarks:



## 8

## 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 <b>TRACKING NUMBERS</b> (0 Numbers Selected) <b>STAFF GROUPS</b> (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			

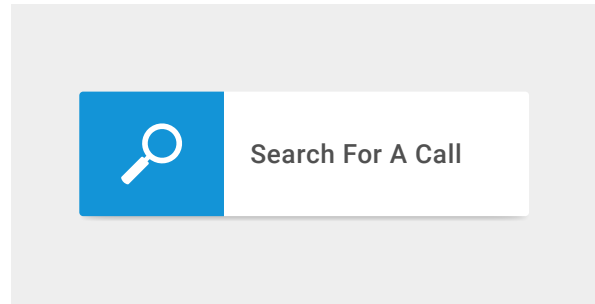
**SUBMIT**

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.

## 8

## SEARCH FOR A CALL

[Search for a Call](#) is a powerful tool that finds any recorded phone call through our tracking lines. Enter a customer's phone number to find a specific call or list of calls for that specific customer. You can also look for a list of calls for a certain review category or through a specific tracking line.



SEARCH FOR A CALL

03/21/2022 - 03/28/2022

Agents (1 selected)

☒ Unassigned Calls  
☐ Andrea Roberts  
☐ Bethany Ryan  
☐ Brock Matthews  
☐ Bryce Kent  
☐ Carly Henderson  
☐ Chris Carter  
☐ Josh Malcom  
☐ Patrick Peterson  
☐ Phoebe Lane  
☐ Richard King  
☐ Ryan Waters  
☐ Tom Egkins

Call Type

ALL INBOUND OUTBOUND

Keywords

Any Of These Words

Enter words comma separated

All Of These Words

Enter words comma separated

ADD CUSTOM KEYWORD

Call Outcomes

INBOUND

☒ Appt Booked - Firm  
☐ Appt Booked - Soft  
☐ Appt Not Requested  
☐ Appt Not Set  
☒ Connected  
☐ Appt Opportunity  
☐ Not Connected - Hung Up On Hold  
☐ Not Connected - Left Voicemail  
☐ Not Connected - Live Message Left  
☐ Not Connected - No Message Left

OUTBOUND

☐ Connected  
☐ Appt Not Set  
☐ Appt Set

Advanced Options

FIND CALLS

Make sure to adjust the date range to the days needed to find the initial call, and simply paste the customer phone number in the designated box.



Advanced Options ^

FIND CALLS

Seen Calls

☐ Show me calls that I have not seen

☐ Show me calls that no one has seen

Tracking Lines

TRACKING LINESBRIDGES

Customer Service SubBridge

☐ Customer Service Rep

☐ Service Contract Claims

Main Bridge

☐ Sales

☐ Licensing/Titles

☐ Accounts Payable

☐ Customer Service Menu

☐ Operator

Use “Advanced Options” to find calls through a specific tracking line or bridge extension.



# 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](https://carwars.com/home/schedule)
- Email [clientsuccess@carwars.com](mailto:clientsuccess@carwars.com)

