



SERVICE DIRECTOR

USER GUIDE



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SERVICE DIRECTORS & **CAR WARS SERVICE**

Car Wars Service is the premier call tracking provider used by more than 15,000 dealerships to capture more appointments over the phone. Car Wars Service 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.

SERVICE DIRECTORS USE CAR WARS SERVICE TO



Equip Service managers with areas for focusing on phone improvement.



Change the culture of the phone in the dealership.



Rescue missed opportunities.



Train Service advisors how to handle the phone properly.



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

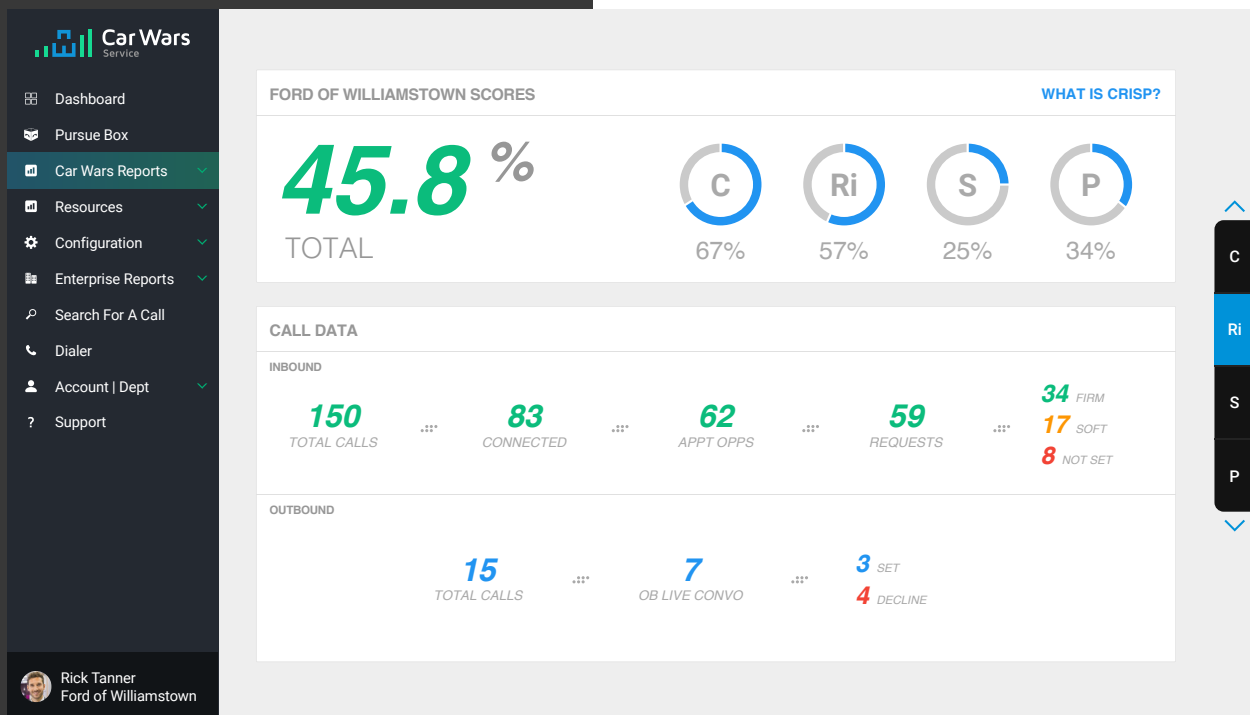
CAR WARS SERVICE REPORTS

When utilizing Car Wars Service 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 Service alerts throughout the day.

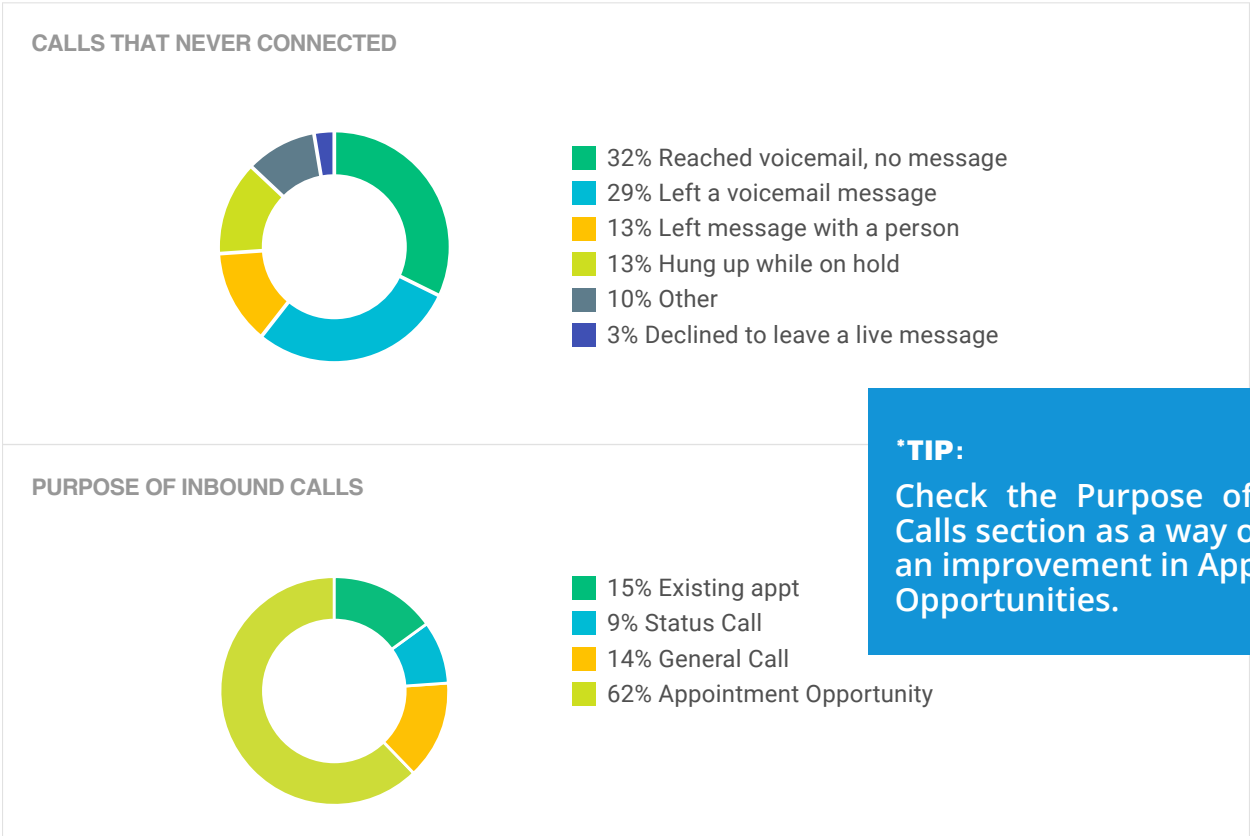
1

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's CRISP phone metrics, you can see how well your dealership **Connects** callers to the proper department to assist the customer, how often your advisors are **Requesting** inspections and **Inviting** potential customers into the dealership, and if your advisors are **Setting** appointments at firm dates and times. You can also view the outbound phone call performance of the Service team to **Pursue** potential opportunities and connect with them through the phone.

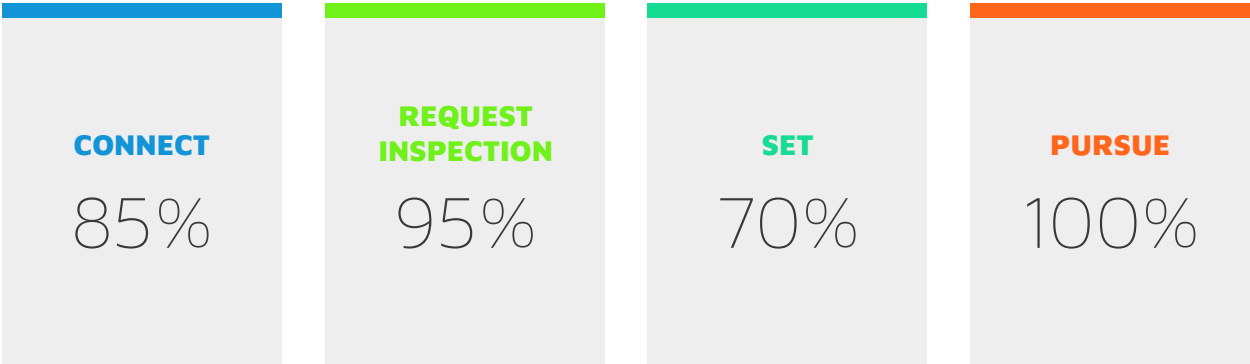


Each time you view the CRISP report, make sure to check on the reasons why calls did not connect and what percentage of these unconnected callers received a call back.



CRISP BENCHMARKS

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



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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 appointment 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

SEARCH ALL CALLS

22 Outstanding Pursue Opportunities

< 1 OF 3 >

Mon, Mar 28 - 10:00 PM

Ford of Williamstown

Website 469-555-1000 (ext. 2)
Connected, No 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 2:51

Call Recap

Call Transcription

Caller was calling to inquire about the pricing for an oil change for the vehicle. The customer's vehicle has 56,000 miles on it. The agent tells the customer that the cost will be \$70.68. The customer thanks the agent for the information. Call ends.

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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

Car Wars Service (Default) ▾



Agent	OUTBOUND					INBOUND				Appts Set (Firm Soft)
	Total Outbound	Unique Outbound	Live Convo	Appt Invite	Appts Set	Avg. Talk Time	Status Updates Handled	Appt. Opps Claimed	Appt Requests	
David Allen	873	499	15%	68%	13%	1:09	2	14%	80%	75% 25%
Wendy Miller	843	434	34%	53%	7%	1:09	10	51%	38%	17% 67%
Adam Klein	685	331	30%	52%	24%	1:05	1	12%	0%	0% 0%
Mike Cannon	644	429	23%	49%	0%	1:21	5	24%	50%	33% 33%
Amy Graham	611	370	17%	58%	4%	1:00	8	30%	41%	14% 0%
Ben Mitchell	311	120	26%	53%	17%	1:04	1	23%	25%	100% 0%
Chad Williams	226	87	18%	65%	0%	0:53	13	44%	67%	20% 30%
Bryce Kent	174	107	15%	70%	5%	1:00	2	15%	50%	0% 2%
Nicole Lewis	149	109	38%	60%	5%	1:14	4	58%	35%	12% 40%
Tim Browning	143	71	26%	26%	6%	0:49	11	15%	38%	0% 67%
Chris Deckers	137	98	26%	62%	4%	0:52	5	36%	52%	22% 30%
Lisa Greene	104	72	16%	34%	11%	1:28	1	15%	28%	14% 18%

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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 is a user profile picture and the name "Rick Tanner". To the right, there is a red "LOGOUT" button and a link "Forgot password?". Below the header, the page is divided into two main sections: "Details" and "RECOGNITION PROFILE".

Details Section:

- Does this person handle calls?** YES (selected) NO
- Name:** Rick Tanner
- Username:** ricktanner
- Email:** rick@fordofwilliamstown.com
- Role:** Service Advisor (dropdown menu)
- SET UP AGENT LINE** (blue button)
- Mobile Phone:** 214-555-0000
- Desk Phone:** 972-555-0000
- Phone Code:** 1234
- Share ID:** 0000001
- Outbound Line:** Service Outbound Line | 469-555-0000 (dropdown menu)
- SAVE** (blue button)

RECOGNITION PROFILE Section:

- Facial recognition not set up** (red icon)
- Voice Recognition: Voice Profile Ready** (green icon)

Groups Section:

- Groups:** Service (button)
- EDIT GROUPS** (blue button)

Reports Section:

- Reports:** (button)
- MANAGE REPORTS** (blue button)

Account Access Section:

- Account Access: 2**
- ADD/REMOVE ACCESS** (blue button)
- Ford of Williamstown** (button)
- ABC Ford** (button)

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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 with details like phone number, agent line, and date. A green box highlights a bell icon in the top left corner. The main area shows a detailed view of a message from '469-555-0000' to 'Rick Tanner's Agent Line' on November 7, 2022. The message content is 'I'll call you back.' and an automated response follows. The right sidebar contains customer information, including the Customer Number (214-123-4567), Tracking Line Number (469-555-0000), and a section for Notifications with checkboxes for Text and Email.

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.

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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

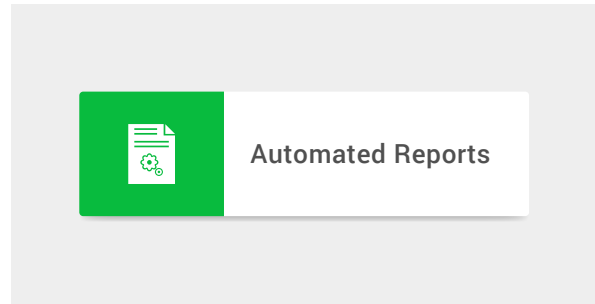
Adam Klein



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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)

Dealership CRISP	Staff Activity	Agent Performance
Tracking Line Summary	Website Conversions	Call Volume
User Engagement		

Included Calls ☐ ALL CALLS

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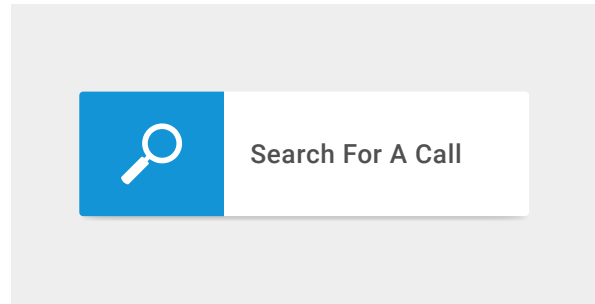
SUBMIT

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.

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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

Q Customer phone number

Agents (1 selected)

Q Agent name

☒ 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

! ADD CUSTOM KEYWORD

Any Of These Words

Enter words comma separated

All Of These Words

Enter words comma separated

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
- Email clientsuccess@carwars.com

