



BDC MANAGER

USER GUIDE



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BDC MANAGERS & **CAR WARS**

Car Wars is the premier call tracking provider used by more than 15,000 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.

BDC MANAGERS USE CAR WARS TO



Hold their team accountable for how inbound calls are being handled and if appointments are being booked.



Ensure all Sales calls are logged in CRM.



Track the BDC team's outbound calling activity on a daily basis.



Assess what's driving internet leads and steer marketing spend accordingly.

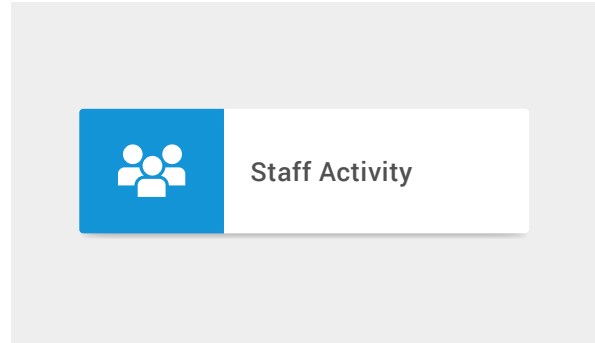
CAR WARS REPORTS

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

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 Auto Refresh OFF ON TV

Car Wars Sales (default) 🔗 ⬇️

Agent	OUTBOUND					INBOUND				
	Total Outbound	Unique Outbound	Live Convo	Vehicle Appt Convo	Appts Set (Firm Soft)	Avg. Talk Time	Sales Opps Claimed	Appt Requests	Appts Booked (Firm Soft)	
David Allen	87	49	11	5	4 1	1:09	2	2	1 1	
Wendy Miller	84	43	8	2	1 1	1:06	10	8	6 2	
Adam Klein	68	33	7	4	3 1	1:05	4	3	2 1	
Mike Cannon	64	42	8	6	4 2	1:21	5	4	3 1	
Amy Graham	61									
Alex Mitchell	31									
Chad Williams	29									
Bryce Kent	27									
Nicole Lewis	26									
Tim Browning	25									
Chris Deckers	24									
Cody Clifton	24									

**Review Frequency: Daily*

PRO TIP:

Managers can utilize AI-Driven Coaching Notes and Mystery Shop Scorecard results to identify specific coaching opportunities. This will improve the agents' phone performance and improve appointment booking rates and customer experience. The Agent Performance Report also tracks how often agents review coaching notes, ensuring training is being implemented effectively.

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.

Rick Tanner LOGOUT
[Forgot password?](#)

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)

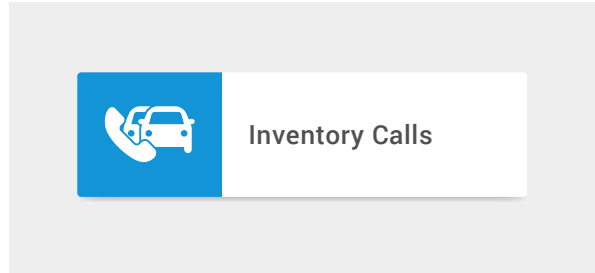
Reports: **MANAGE REPORTS**

Account Access: 2 **ADD/REMOVE ACCESS** (Ford of Williamstown, ABC Ford)

3

INVENTORY CALLS

Inventory Calls provide insight into every sales opportunity to come into your dealership in the last 72 hours. This differs slightly from the Pursue Box in that we'll also include the Firm Appointments booked so you can proactively review these calls in CRM to confirm they're logged and being followed up with.



FILTER CALLS

1 OF 3

Mon, Mar 28 - 10:00 PM

Website 469-555-1000 (ext. 2)
Connected, Sales opp, Firm date/time

Bryce Kent

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

CUSTOMER INFO OPEN IN CRM

0:00 4:23

Call Recap Call Transcription

Caller is interested in a 2022 Honda Fit, 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.

Mon, Mar 28 - 10:00 PM

Website 469-555-1000 (ext. 2)
Connected, Sales opp, Soft date/time

Nicole Lewis

Customer Data
Customer Number: 214-555-0000
Customer Name: John Devons
Event Status: Open Lead

CUSTOMER INFO OPEN IN CRM

0:00 4:23

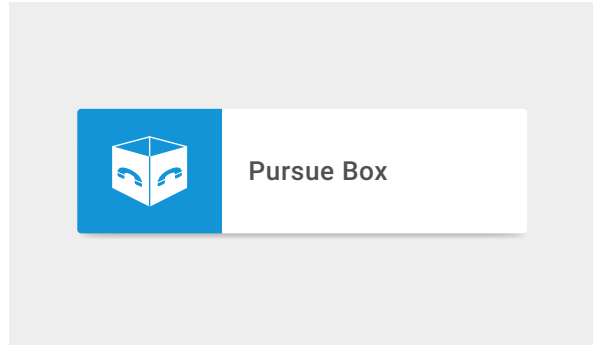
Call Recap Call Transcription

Caller was calling to inquire about the 2020 Dodge Ram. Agent says he will check the availability of the vehicle and call him back. Caller showed interest in coming to the dealership to look at other options. Call ends.

4

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.



PRO TIP:

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

A screenshot of a software interface titled "Pursue Box". At the top left, it says "22 Outstanding Pursue Opportunities". On the right, there is a search bar labeled "SEARCH ALL CALLS" and a pagination control showing "1 OF 3". The main content area shows a call log entry for "Mon, Mar 28 - 10:00 PM" from "Ford of Williamstown". The call was made from "Website 469-555-1000 (ext. 3)" and is marked as "Connected, Sales opp, No appt request". The agent is identified as "Bryce Kent". Below the call details is a "Customer Data" section with fields for "Customer Number: 214-555-0000", "Customer Name: Steve Williams", and "Event Status: Open Lead". There are buttons for "CUSTOMER INFO" and "OPEN IN CRM". A call duration bar shows "0:00" to "4:23" with a "Call Recap" button and a "Call Transcription" button. A summary text at the bottom reads: "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*

5

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.

The screenshot shows a software interface with the title "Enrollment/Voice Profiles" and a dropdown menu set to "All Staff". Below the title, there is a green dot followed by the text "Voice Profile Ready". A list of staff members is displayed, each with a circular profile picture and their name:

- David Allen
- Mike Cannon
- Ben Mitchell
- Bryce Kent
- Wendy Miller
- Amy Graham
- Chad Williams
- Rick Tanner
- Adam Klein



6

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 columns for agent line, date, and agent name. A bell icon is highlighted in a green box. The main area shows a detailed view of a message from Rick Tanner (Agent Line 469-555-0000) dated November 7 8:27 AM. The message content is "I'll call you back." Below it, an automated response is shown: "Thanks for contacting Ford of Williamstown. You may opt out of this service by texting 'STOP' at any time." The right sidebar contains customer information, including the Customer Number (214-123-4567), Tracking Line Number (469-555-0000), and Message Thread Owner (Rick Tanner). There are also notification settings for Text and Email, and an "OPEN IN CRM" button.

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.

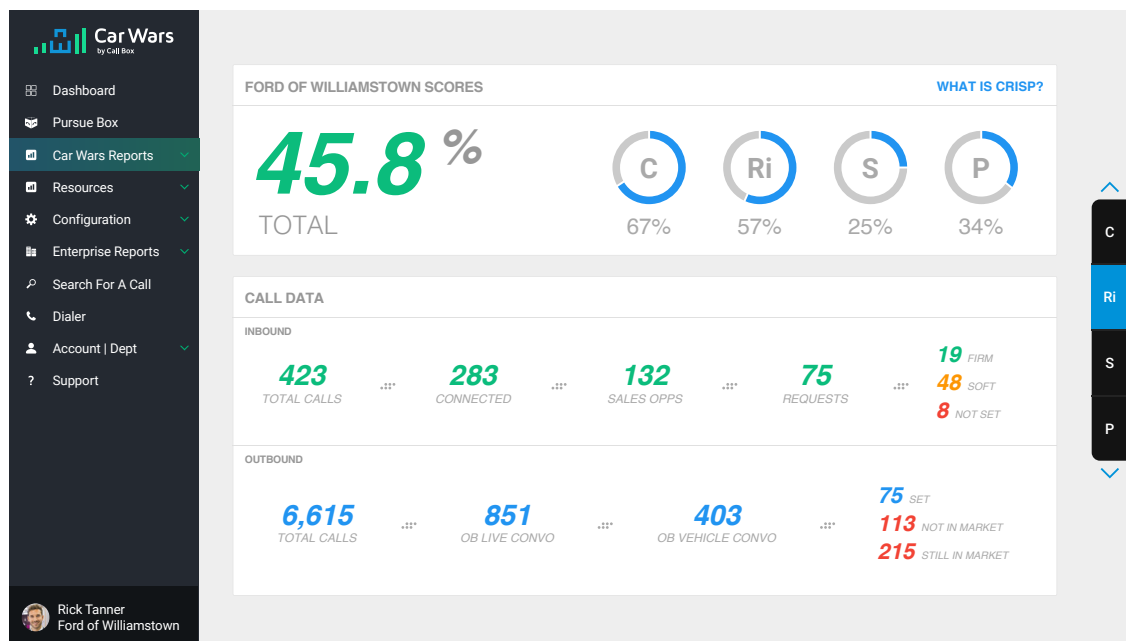
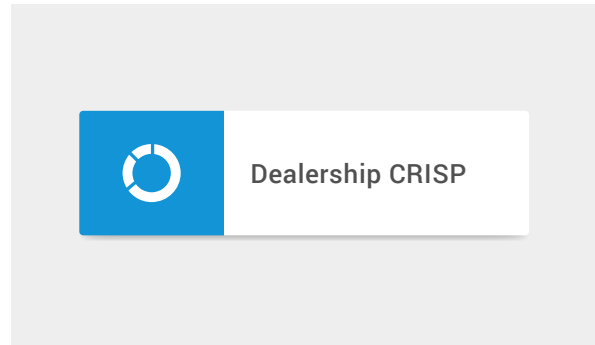
The Notification Settings dialog box shows the following configuration:

- 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)	<input type="checkbox"/>	<input type="checkbox"/>
Bryce Kent's Agent Line	<input type="checkbox"/>	<input type="checkbox"/>
Bethany Ryan's Agent Line	<input type="checkbox"/>	<input type="checkbox"/>
All Tracking Lines	<input type="checkbox"/>	<input type="checkbox"/>
- 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.](#)

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.

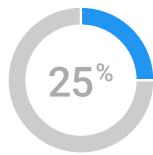
CALLS THAT NEVER CONNECTED



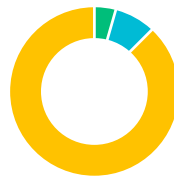
- 32% Reached voicemail, no message
- 29% Left a voicemail message
- 13% Left message with a person
- 13% Hung up while on hold
- 10% Other
- 3% Declined to leave a live message

RECONNECT OPPORTUNITIES

MISSED CUSTOMERS WHO CALLED BACK



MISSED CUSTOMERS WHO RECEIVED A RETURN OUTBOUND CALL



- 4% Received call and connected with a live conversation
- 8% Received call but didn't connect
- 88% Did not receive return outbound call

CRISP BENCHMARKS

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

CONNECT

80%

REQUEST/INVITE

75%

SET

45%

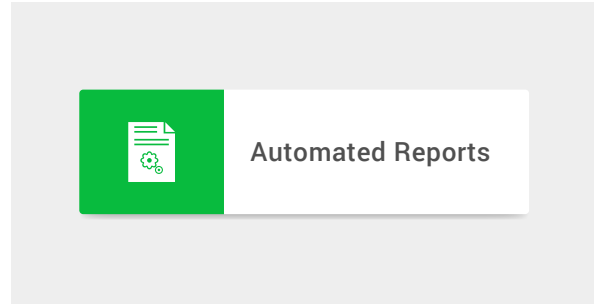
PURSUE

100%

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** | Report Title: This will also be the email subject line.

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

- Connected
- Not connected - hung up on hold
- Not connected - left voicemail
- Not connected - live message left
- Not connected - no message left
- Not connected - no message left
- Not connected - no message left with employee
- Sales opportunity
- Appt booked - Firm
- Appt booked - Soft
- Appt not requested
- Appt not set

Outbound

- Connected
- Appt set
- Appt not set - not in market
- Appt not set - still in market
- Didn't Connect/No Message Left
- Not connected - left voicemail
- Potentially Dissatisfied Customer

Only Calls with Call Recaps

Filter By:

- TRACKING NUMBERS** (0 Numbers Selected)
- STAFF GROUPS** (0 Groups Selected)

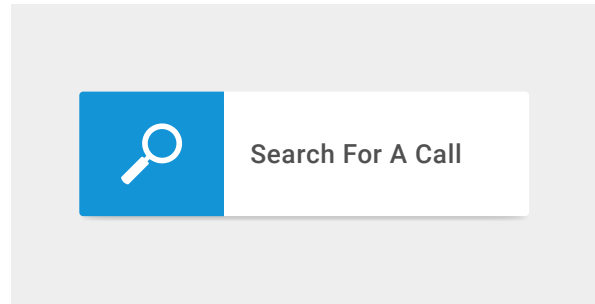
SUBMIT

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.

9

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 - 03/28

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 Eggins

Call Type

ALL
INBOUND
OUTBOUND

Keywords

ADD CUSTOM KEYWORD

Any Of These Words

All Of These Words

Call Outcomes

INBOUND	OUTBOUND
<input checked="" type="checkbox"/> Appt Booked - Firm	<input type="checkbox"/> Connected
<input type="checkbox"/> Appt Booked - Soft	<input type="checkbox"/> Appt Not Set
<input type="checkbox"/> Appt Not Requested	<input type="checkbox"/> Appt Set
<input type="checkbox"/> Appt Not Set	
<input checked="" type="checkbox"/> Connected	
<input type="checkbox"/> Appt Opportunity	
<input type="checkbox"/> Not Connected - Hung Up On Hold	
<input type="checkbox"/> Not Connected - Left Voicemail	
<input type="checkbox"/> Not Connected - Live Message Left	
<input type="checkbox"/> Not Connected - No Message Left	

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 LINES

BRIDGES

Customer Service SubBridge

Customer Service Rep

Service Contract Claims

Main Bridge

Sales

Licensing/Titles

Accounts Payable

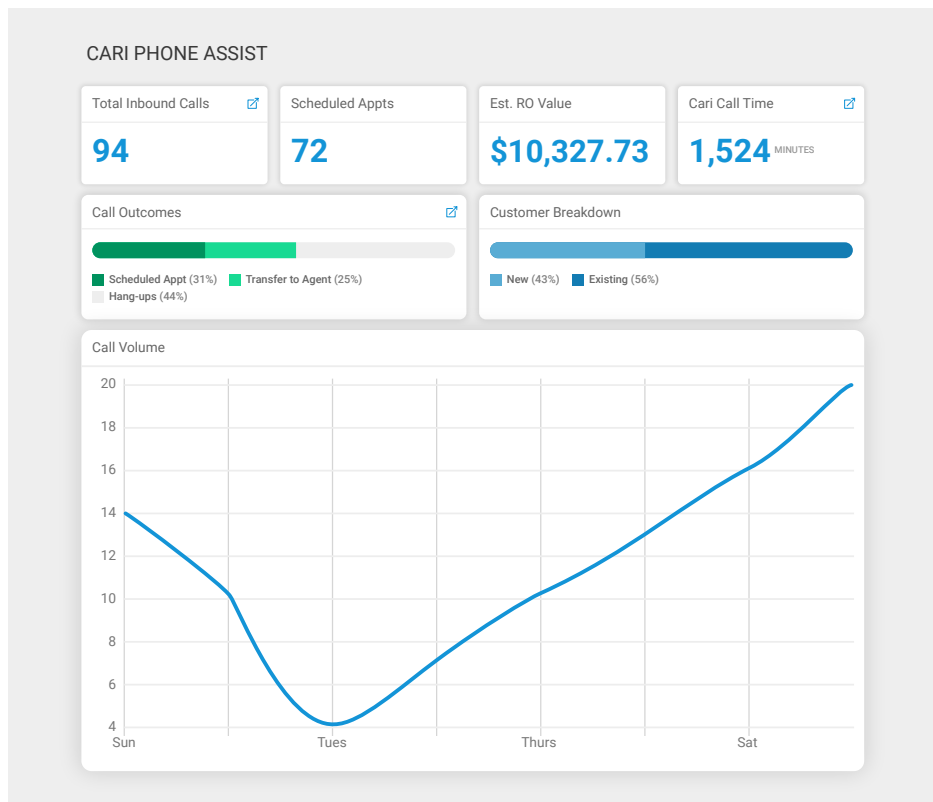
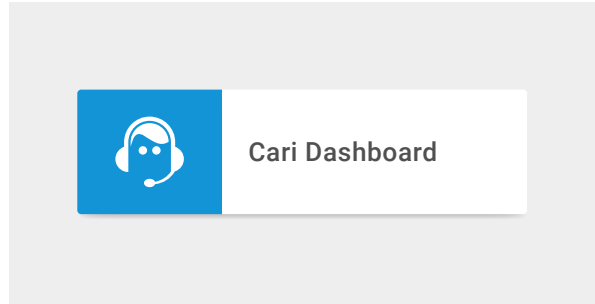
Customer Service Menu

Operator

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

CARI DASHBOARD

Use the [Cari Dashboard](#) to monitor how the AI Phone Assistant is handling inbound calls and scheduling service appointments for your dealership. Each section of the dashboard provides real-time insights into how efficiently calls are being routed and appointments are being booked. The dashboard gives you a clear view of how Cari is contributing to your dealership's success. By using the Cari Dashboard daily, you can optimize how Cari supports your team, improve scheduling efficiency, and ensure every customer call is properly managed.



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