



GENERAL SALES MANAGER

USER GUIDE

TABLE OF CONTENTS

04

STAFF ACTIVITY

10

DEALERSHIP CRISP

05

STAFF PROFILES

12

**AUTOMATED
REPORTS**

06

PURSUE BOX

13

SEARCH FOR A CALL

07

VOICE RECOGNITION

15

CARI DASHBOARD

08

TEXT MESSAGES

16

LEARN MORE

09

**USER ENGAGEMENT
REPORT**

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

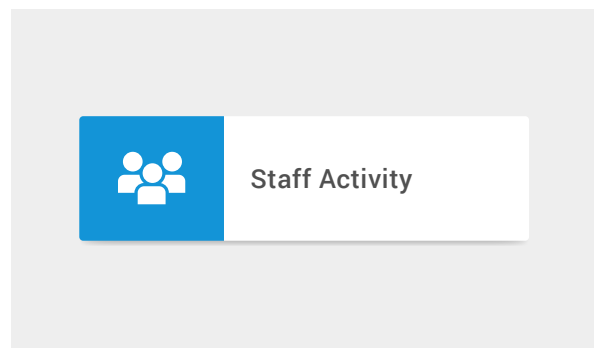
When utilizing Car Wars reporting, you should be able to effectively manage your phone performance in less than 30 minutes each morning. These daily report should be used alongside of Car Wars alerts throughout the day.

**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 Auto Refresh OFF ON TV

CALLS **TEXTS** 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 | | | | | | | | |
| Mike Cannon | 64 | 42 | | | | | | | | |
| Amy Graham | 61 | 37 | | | | | | | | |
| Alex Mitchell | 31 | 12 | | | | | | | | |
| Chad Williams | 29 | 8 | | | | | | | | |
| Bryce Kent | 27 | 10 | | | | | | | | |
| Nicole Lewis | 26 | 14 | | | | | | | | |
| Tim Browning | 25 | 13 | | | | | | | | |
| Chris Deckers | 24 | 11 | | | | | | | | |

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

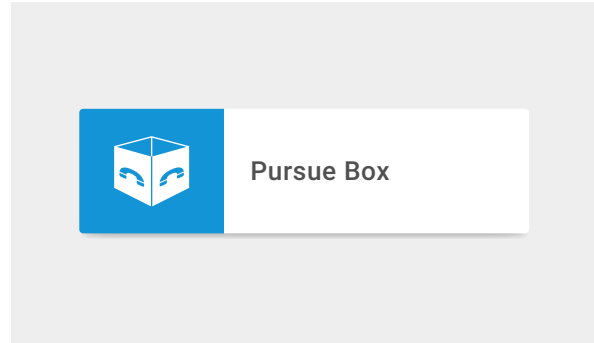
Reports: **MANAGE REPORTS**

Account Access: 2 **ADD/REMOVE ACCESS**
Ford of Williamstown | ABC Ford

3

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.

The screenshot shows the "Pursue Box" interface. At the top, it says "Pursue Box" and "22 Outstanding Pursue Opportunities". A search bar "SEARCH ALL CALLS" is on the right. Below, a call log entry for "Mon, Mar 28 - 10:00 PM" from "Ford of Williamstown" is shown. The call was made from "Website 469-555-1000 (ext. 3)" and was "Connected". The agent is "Bryce Kent". The "Customer Data" section shows: "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". Below the bar are buttons for "Call Recap" and "Call Transcription". The transcript text 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*

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.

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

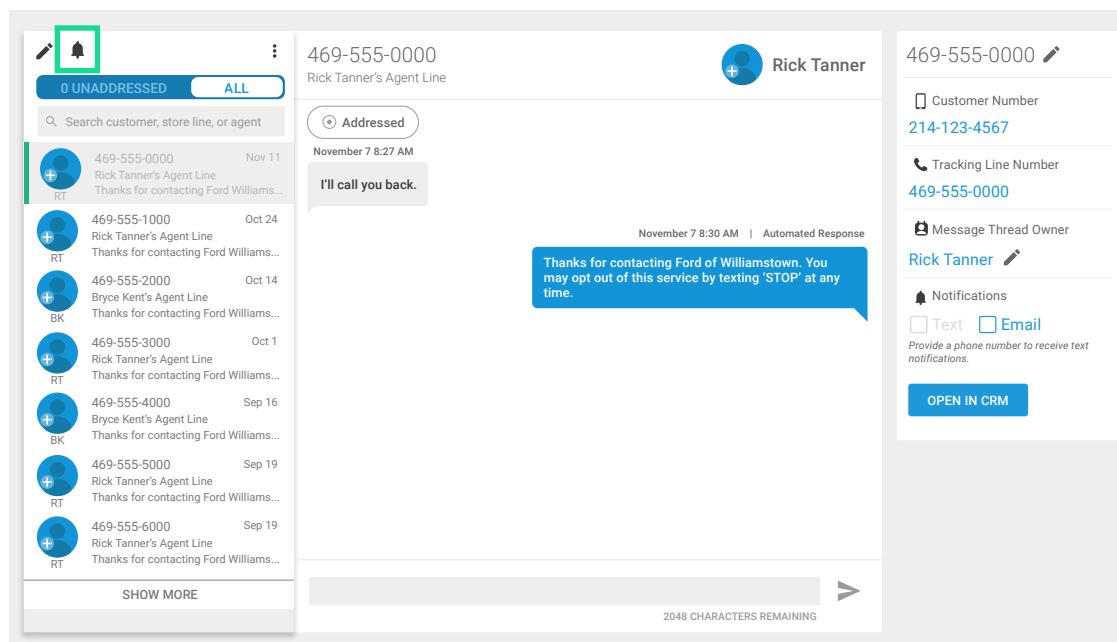
- David Allen
- Mike Cannon
- Ben Mitchell
- Bryce Kent
- Wendy Miller
- Amy Graham
- Chad Williams
- Rick Tanner
- Adam Klein



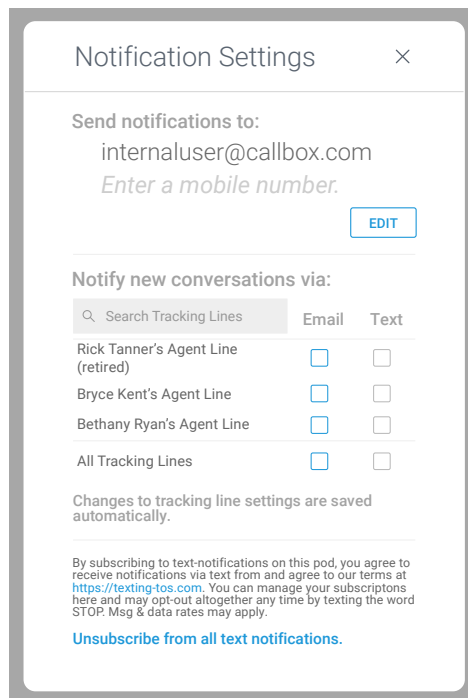
5

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.



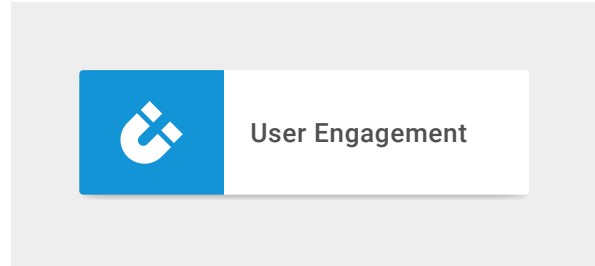
Click on the “bell” icon to ensure that you’re receiving alerts anytime a text thread is open. This is especially important to work with your sales team to set up so they can quickly respond to texts into their Agent Lines.



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.

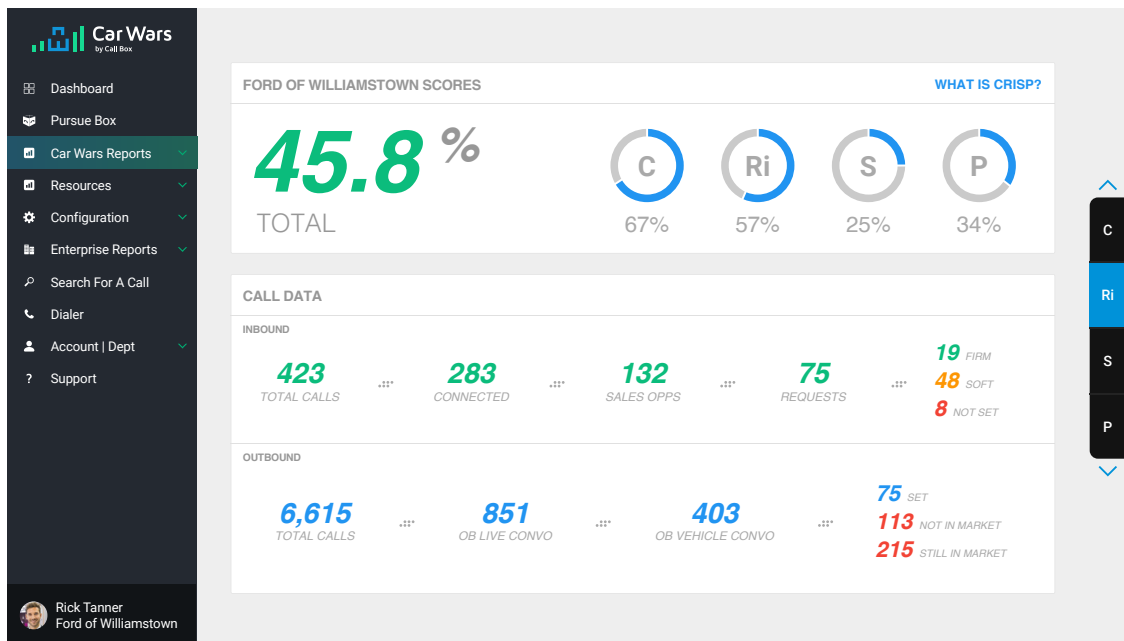
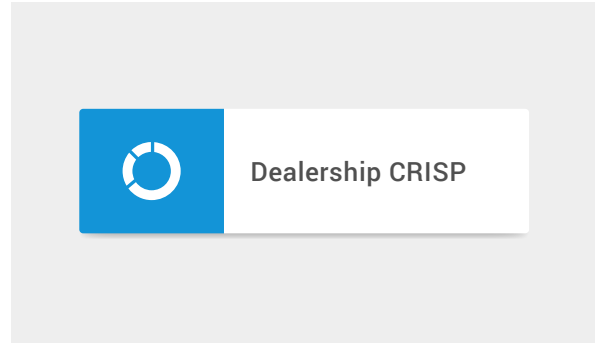


| USER ENGAGEMENT | |
|--|-----------------------------------|
| Bryce Kent <input type="text" value="Bryce Kent"/> | <input type="button" value="GO"/> |
| | |
| Interactions | |
| Added Note to Call (exc. CRM) <input type="text" value="Added Note to Call (exc. CRM)"/> | 42 |
| Listened to Call (inc. CRM) <input type="text" value="Listened to Call (inc. CRM)"/> | 56 |
| Logins (inc. CRM) <input type="text" value="Logins (inc. CRM)"/> | 73 |
| Modified Call Review <input type="text" value="Modified Call Review"/> | 82 |
| Shared Call <input type="text" value="Shared Call"/> | 46 |
| Reports | |
| Edited/Set up Report <input type="text" value="Edited/Set up Report"/> | 37 |
| Generated Report <input type="text" value="Generated Report"/> | 36 |
| Searched for a Call <input type="text" value="Searched for a Call"/> | 47 |
| Staff Profiles | |
| Created new Profile <input type="text" value="Created new Profile"/> | 29 |
| Deactivated Profile <input type="text" value="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.

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.

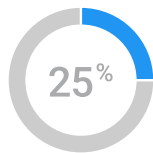
CALLS THAT NEVER CONNECTED



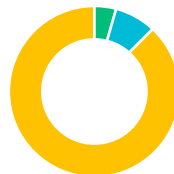
- 32% Reached voicemail, no message
- 29% Left a voicemail message
- 13% Left message with a person
- 13% Hung up while on hold
- 10% Other
- 3% Declined to leave a live message

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%

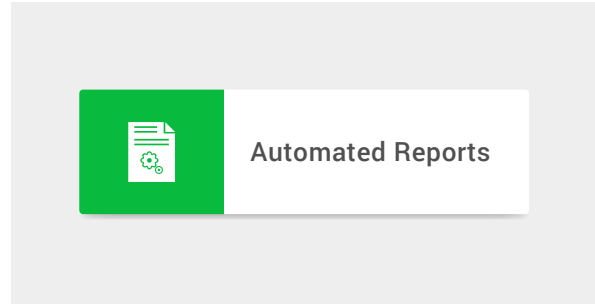
PURSUE

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) | Press Enter to Add Recipient | 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)

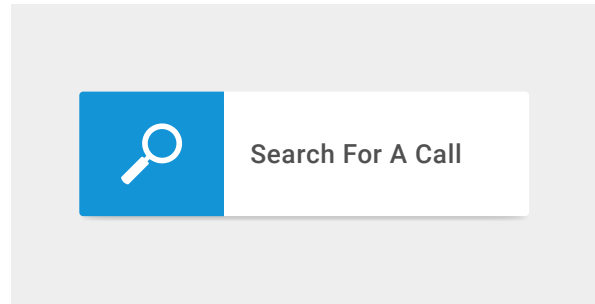
SUBMIT

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 Egginis

Call Type: ALL INBOUND OUTBOUND

Keywords ! ADD CUSTOM KEYWORD

Any Of These Words

All Of These Words

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 LINES

BRIDGES

Customer Service SubBridge

Customer Service Rep

Service Contract Claims

Main Bridge

Sales

Licensing/Titles

Accounts Payable

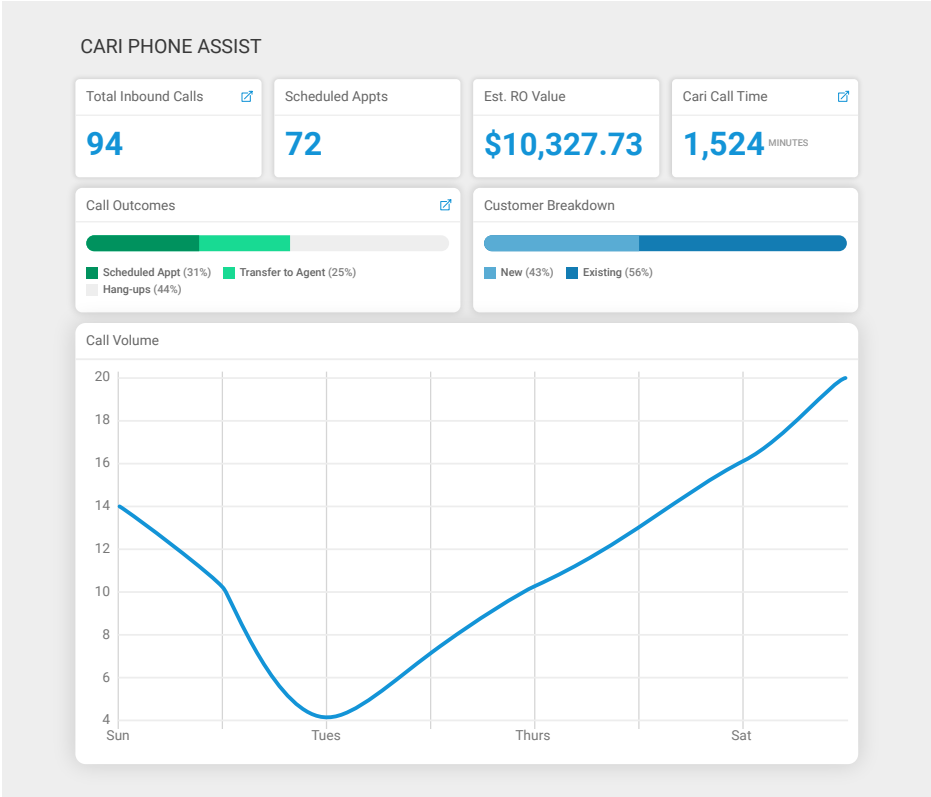
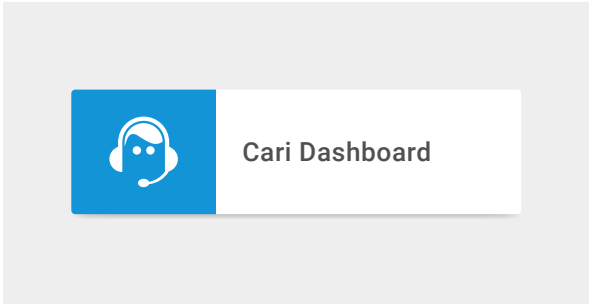
Customer Service Menu

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