



**INTERNET SALES MANAGER**

# USER GUIDE



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# TABLE OF CONTENTS

04

**STAFF ACTIVITY**

05

**STAFF PROFILES**

06

**TEXT MESSAGES**

07

**VOICE RECOGNITION**

08

**AUTOMATED REPORTS**

09

**SEARCH FOR A CALL**

11

**CARI DASHBOARD**

12

**LEARN MORE**

# INTERNET SALES 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.

## INTERNET SALES MANAGERS USE CAR WARS TO



Hold their team accountable for calling internet leads promptly.



Ensure the internet team is making the necessary amount of calls per day.

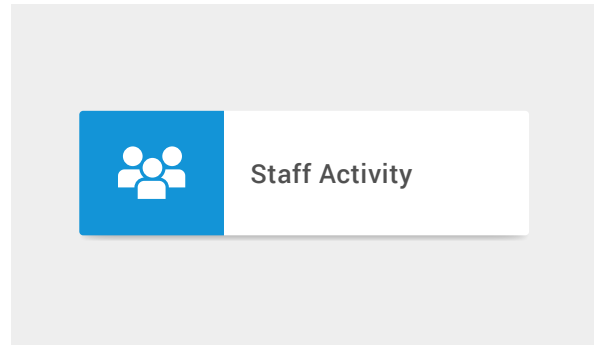
## CAR WARS REPORTS

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

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	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									

**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.

*\*Review Frequency: Daily*

## 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

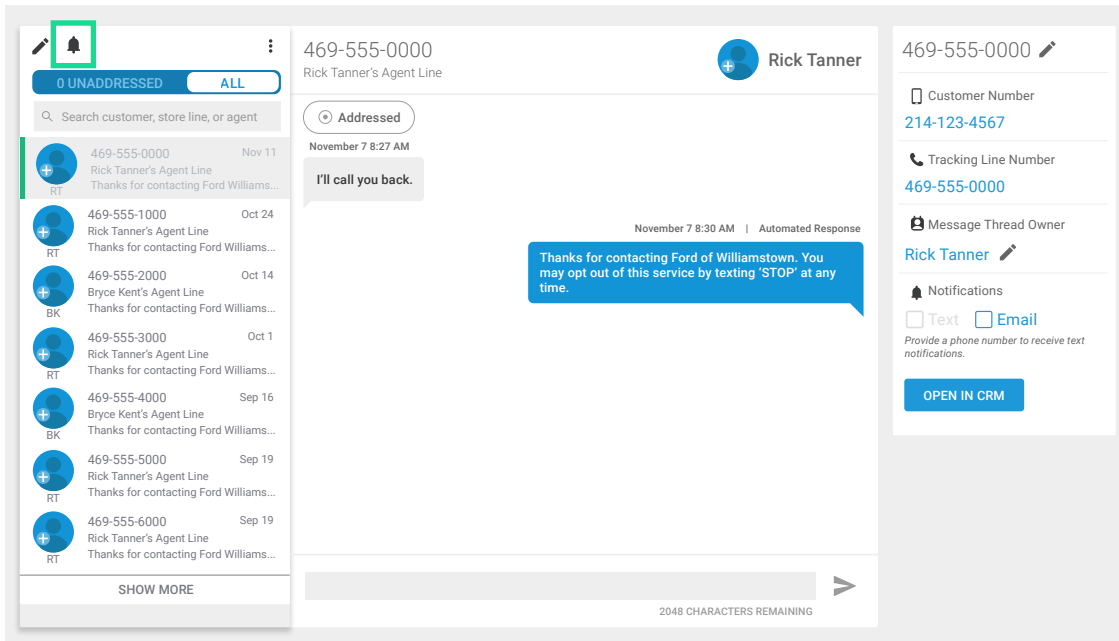
Reports: **MANAGE REPORTS**

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

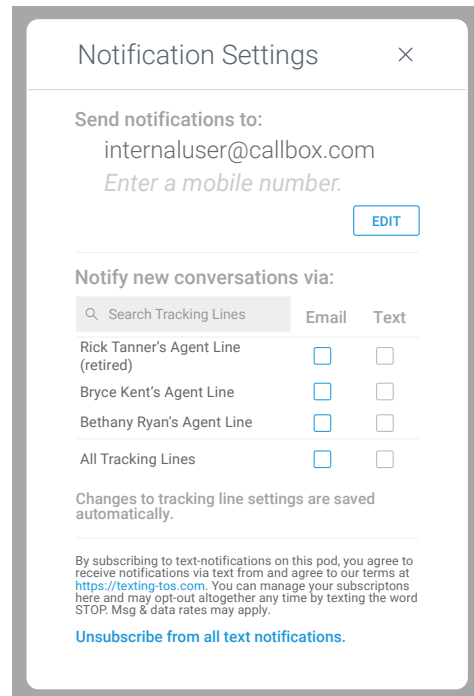
# 3

## 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.



# 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 section labeled "Voice Profile Ready" with a green dot icon. This section contains a grid of staff member profiles, each with a circular profile picture and a name label. The profiles are arranged in three rows: the first row has four profiles (David Allen, Mike Cannon, Ben Mitchell, Bryce Kent), the second row has four profiles (Wendy Miller, Amy Graham, Chad Williams, Rick Tanner), and the third row has one profile (Adam Klein).

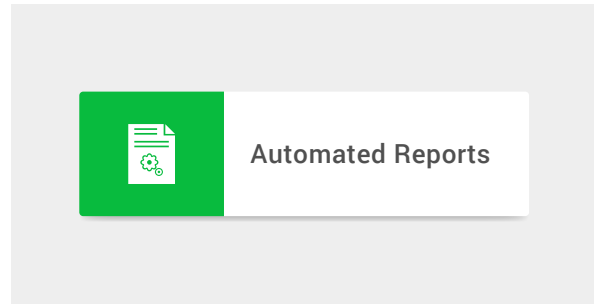
Staff Member	Status
David Allen	Voice Profile Ready
Mike Cannon	Voice Profile Ready
Ben Mitchell	Voice Profile Ready
Bryce Kent	Voice Profile Ready
Wendy Miller	Voice Profile Ready
Amy Graham	Voice Profile Ready
Chad Williams	Voice Profile Ready
Rick Tanner	Voice Profile Ready
Adam Klein	Voice Profile Ready



# 5

## 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

<b>Inbound</b> <input type="checkbox"/> Connected <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 <input type="checkbox"/> Not connected - no message left <input type="checkbox"/> Not connected - no message left with employee <input type="checkbox"/> Sales opportunity <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	<b>Outbound</b> <input type="checkbox"/> Connected <input type="checkbox"/> Appt set <input type="checkbox"/> Appt not set - not in market <input type="checkbox"/> Appt not set - still in market <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
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Filter By

**TRACKING NUMBERS** (0 Numbers Selected)

**STAFF GROUPS** (0 Groups Selected)

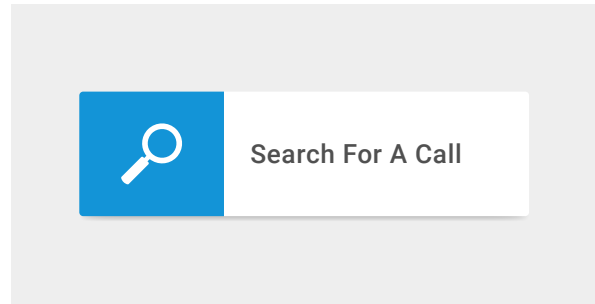
SUBMIT

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.

## 6

## 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

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

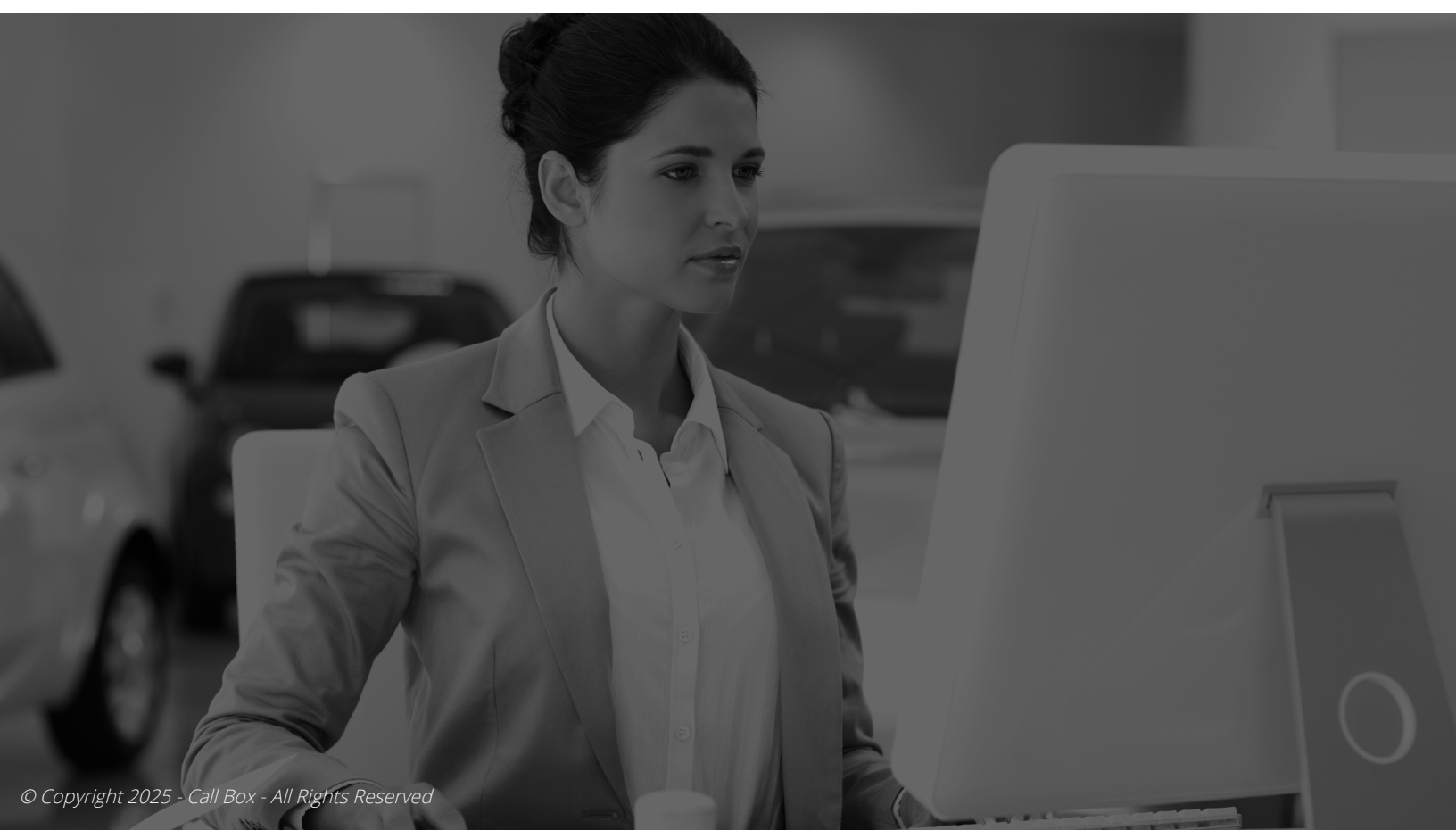
Licensing/Titles

Accounts Payable

Customer Service Menu

Operator

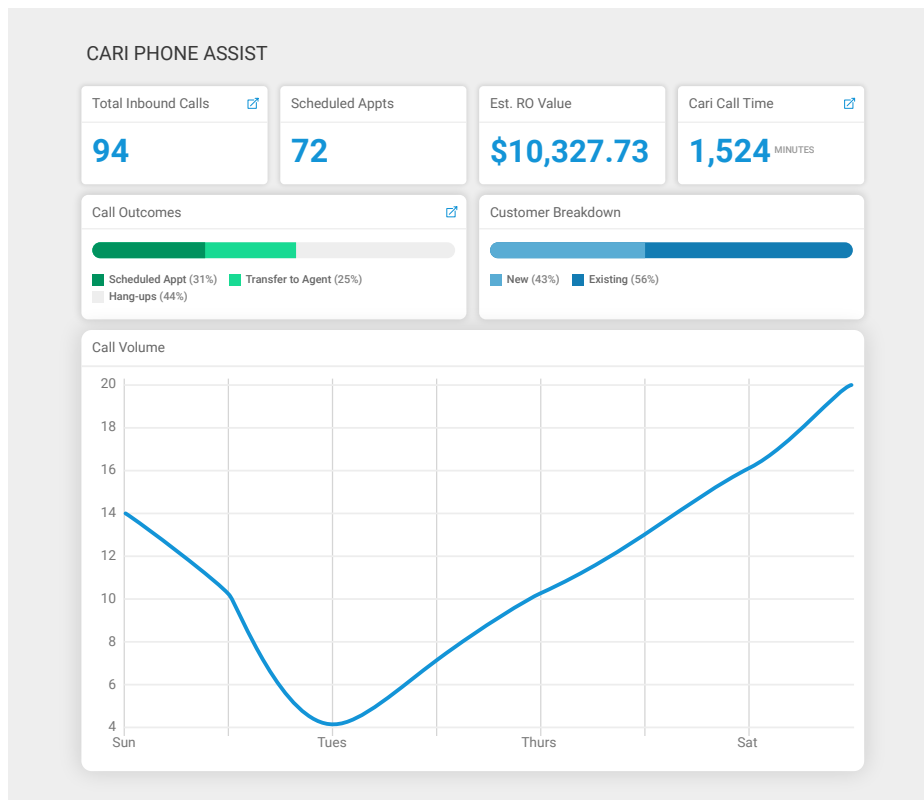
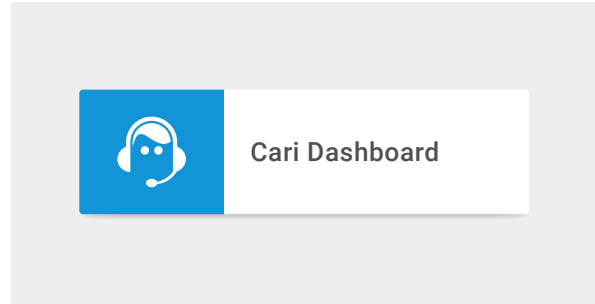
Use "Advanced Options" to find calls through a specific tracking line or bridge extension.



# 7

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