



**MARKETING DIRECTOR**

# USER GUIDE

A grayscale photograph of a man and a woman in a car dealership. The man is on the left, wearing a light-colored polo shirt and jeans, looking towards the woman. The woman is on the right, wearing a dark blazer and trousers, holding a folder and gesturing with her hand. They are standing next to a dark-colored car. The background shows a modern dealership interior with large windows.

# TABLE OF CONTENTS

04

**TRACKING LINE SUMMARY**

06

**TRACKING LINES**

07

**DEALERSHIP CRISP**

09

**ENTERPRISE REPORTING**

10

**CARI DASHBOARD**

11

**LEARN MORE**

# MARKETING DIRECTORS & 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 gives Marketing Directors complete insight into what is happening on the phone to capture more appointments, improve phone performance, and optimize marketing spend.

## MARKETING DIRECTORS USE CAR WARS TO



Ensure the Marketing budget is utilized in the most effective way to capture more appointments.



Track performance of campaigns and how these leads are being handled.



Make educated adjustments based on campaigns' performances.



Use analytics to report to stakeholders on campaigns' success and plan for future Marketing efforts.



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

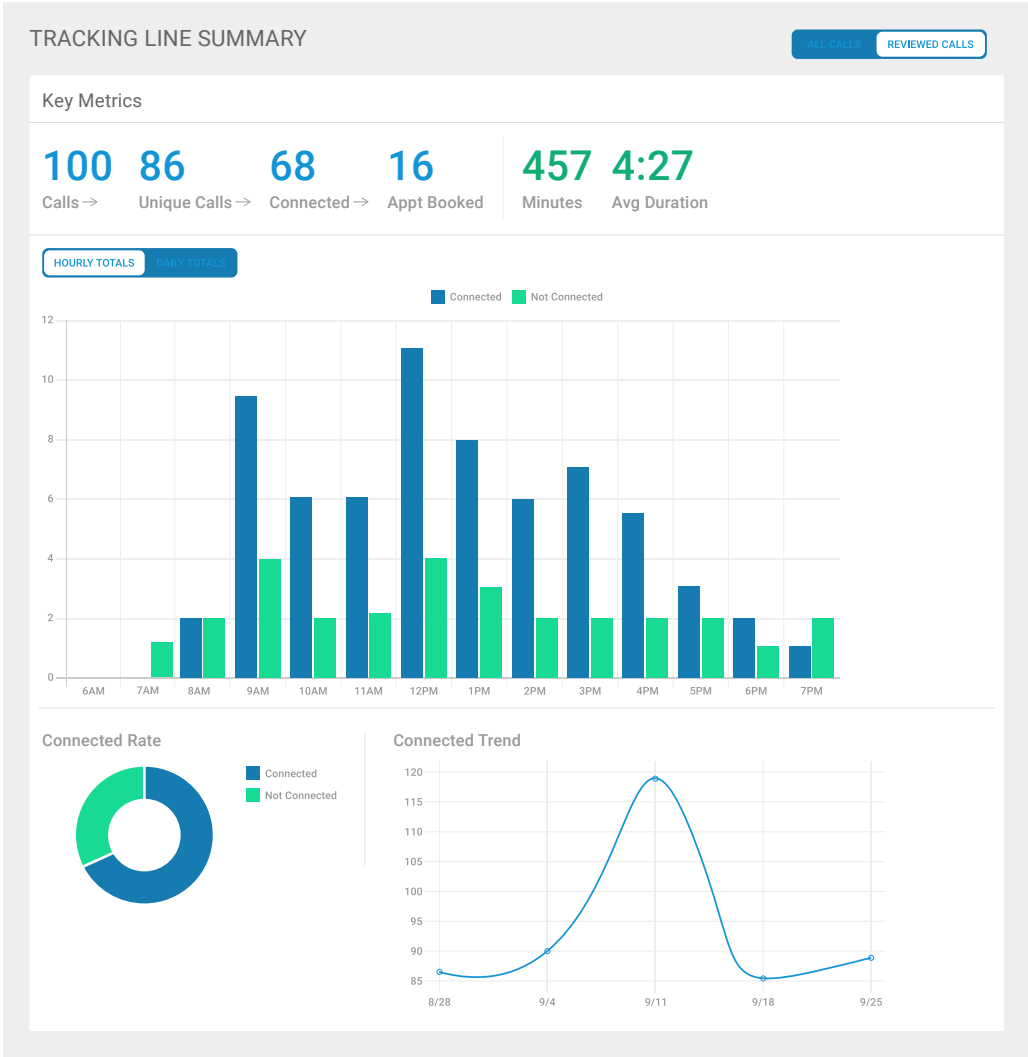
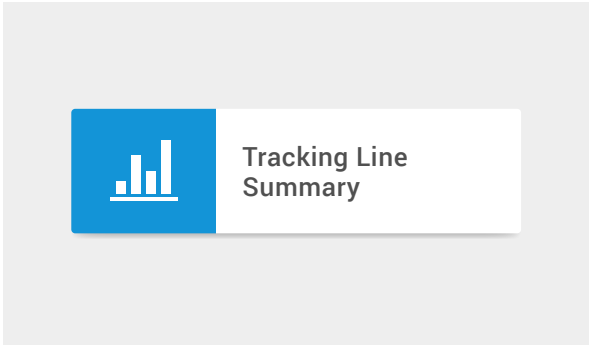
## CAR WARS REPORTS

Car Wars' reporting provides actionable insight to pinpoint areas of opportunity in marketing campaigns. Marketing Teams are able to set goals for improvement and track ongoing efforts toward growth. Car Wars recommends Marketing Directors review and take action on the following reports:


# 1

## TRACKING LINE SUMMARY

The [Tracking Line Summary](#) report is a top-notch inbound volume report that helps pinpoint your best marketing sources, glean insight into if your Sales team is picking up direct calls from customers, and what times of day inbound calls are struggling to Connect.



Toggle between your marketing sources and Agent Line calls to best understand where calls are most often unconnected.

TRACKING LINE CALLS		BRIDGE/EXTENSION TOTALS									
#										<input type="checkbox"/> Marketing Lines	<input checked="" type="checkbox"/> Agent Lines
Tracking Line	Calls	Unique	Connected	Service Opps	Unique Opps	Appts Booked	Minutes	Avg. Duration			
Jane Allen Agent Line 214-555-0000 ↕	50	44	36	13	13	6	271	5:26			
Adam Klein Agent Line 214-555-1000 ↕	21	20	14	11	11	3	93	4:27			
Amy Graham Agent Line 214-555-2000	4	4	3	2	2	2	10	2:35			
Bryce Kent Agent Line 214-555-3000 ↕	1	1	1	1	1	0	10	10:00			
Nicole Lewis Agent Line 214-555-4000	1	1	1	1	1	0	7	7:20			
Tim Smith's Agent Line 214-555-5000	3	2	1	1	1	6	7	2:20			
Rick Tanner's Agent Line 214-555-6000	2	2	2	1	1	6	6	3:10			

**PRO TIP:**

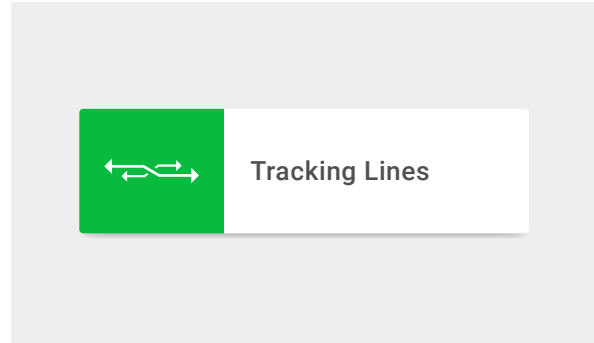
Turn on Agent Line Fallback to ensure calls that would otherwise hit agents' voicemails are routed back to the dealership to get their questions answered!



## 2

# TRACKING LINES

In order to record phone calls, Car Wars provisions Tracking Lines for your account. When called, phone calls are recorded in our platform, and if calls meet the proper requirements, they are then sent into your CRM. Use the [Tracking Lines](#) tool to edit existing tracking line setups or create new tracking lines. Make sure to reach out to your consultant with questions about the line setup before making edits.



TRACKING LINES (23) ROUTING PROFILES

[NEW TRACKING LINE](#) [DESIGNATE MAIN LINE](#) [REPLACE CALLER ID LINE](#) ? ↓

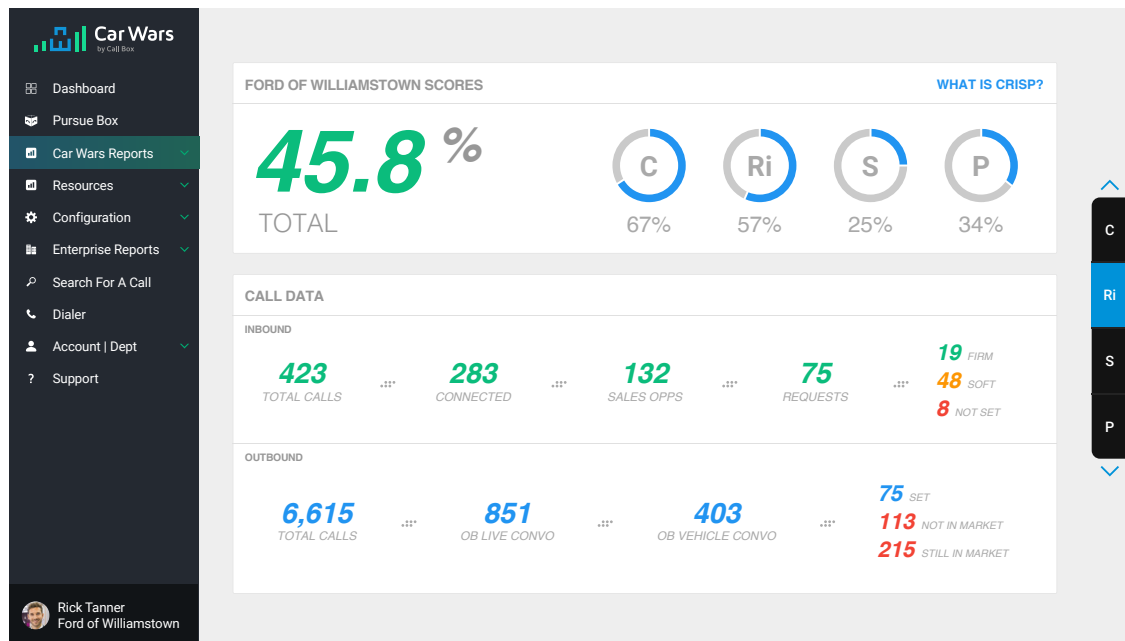
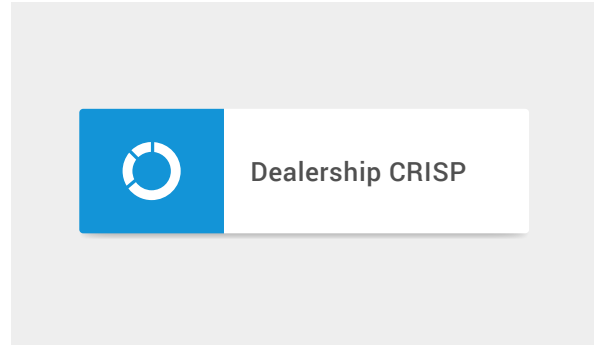
Local Business Number: 972-555-0000    Reception or Guest Services: 972-555-1000 ☰ 🔍

<b>Web Promotion</b> 🌟 SALES 214-555-0000 rings to Sales Bridge	8 calls in the past 45 days
<b>Online Listings</b> 214-555-1000 rings to Main Bridge	2 calls in the past 45 days
<b>Main Line</b> 🌟 JIVE GHOST NUMBER 214-555-2000 rings to 975-555-4000	9 calls in the past 45 days
<b>Website Sales</b> 🌟 SALES 214-555-3000 rings to 975-555-5000	30 calls in the past 45 days
<b>+14695551000</b> 🌟 PARTS 214-555-4000 rings to 975-555-6000	11 calls in the past 45 days

# 3

## 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.

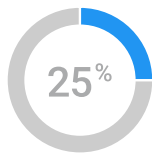
#### CALLS THAT NEVER CONNECTED



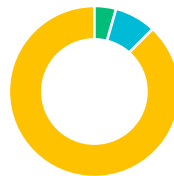
- 32% Reached voicemail, no message
- 29% Left a voicemail message
- 13% Left message with a person
- 13% Hung up while on hold
- 10% Other
- 3% Declined to leave a live message

#### 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%

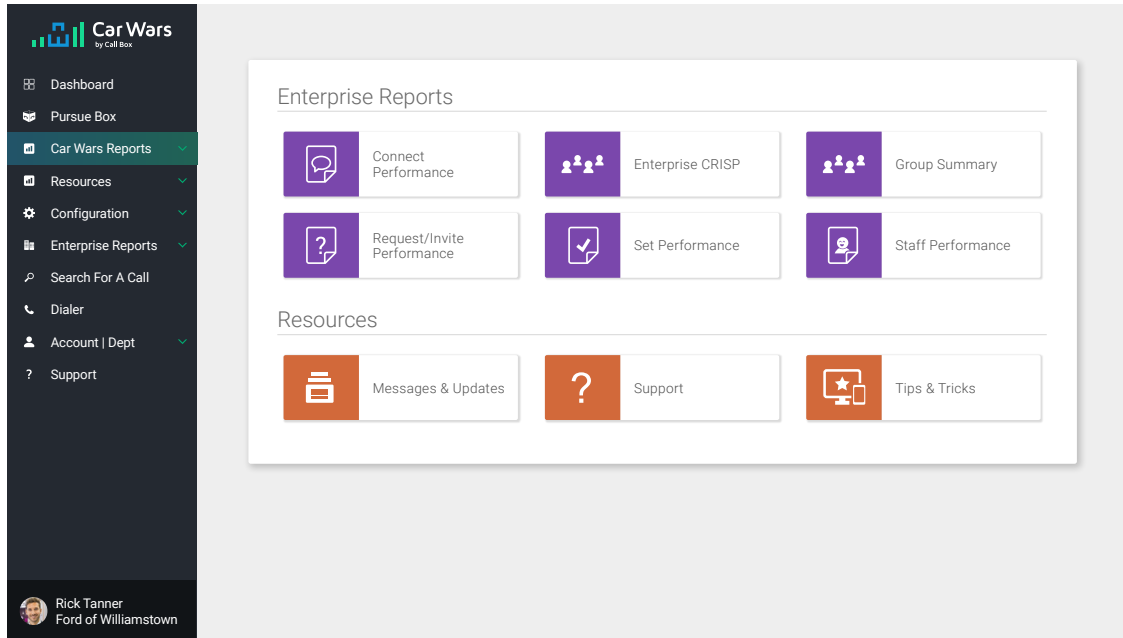
**PURSUE**

100%

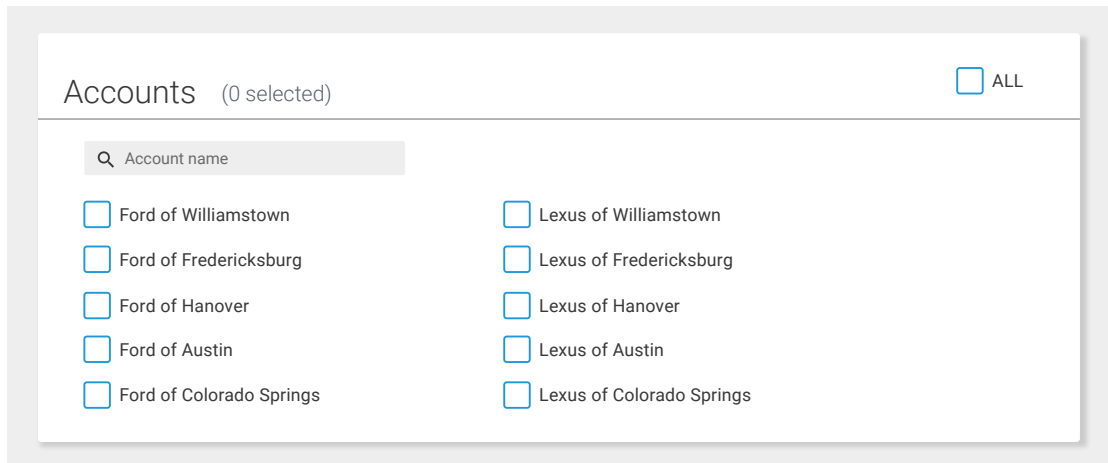
# 4

## ENTERPRISE REPORTING

As an enterprise-level user, you will have access to more than one Car Wars account. Additionally, you have access to Enterprise Reporting, from which you'll be able to pull reports for all stores. Note that you can also automate these from Automated Reports with multi-account access.



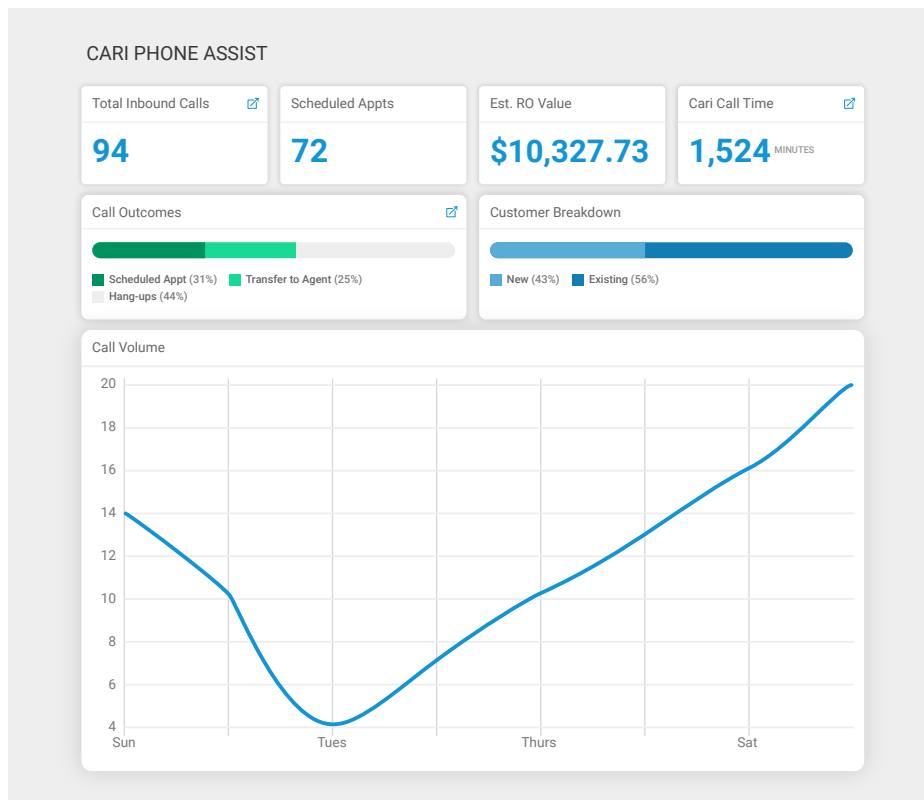
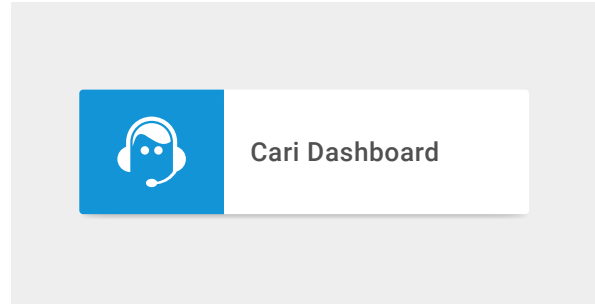
You will also be able to pull calls for each of your stores from [Search For a Call](#).



# 5

## 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.



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# 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)

