



## DEALERSHIP IMPLEMENTS VOICE RECOGNITION & BOOSTS OUTBOUND ACTIVITY BY 48%

*Improved phone accountability with automating lead assignment increased claimed calls in Car Wars by 99% within three months.*

A Car Wars dealership – part of a sixty-top dealer group based in the West Coast – aimed to improve customer experience by creating a more seamless and consistent lead assignment process. In November 2018, the dealership decided to leverage Car Wars' automatic lead assignment solution, Voice Recognition, to reinforce a culture of phone accountability and tap into revenue with the leads they were already receiving. Within 30 days, a solid culture of phone accountability took hold and the store saw a 25% lift in total outbound calls.

### BACKGROUND

On average, dealers spend anywhere from \$300-\$600 to make the phone ring. An unassigned phone up is lost potential revenue. It's as simple as that. When a legitimate lead goes unassigned, no agent is held responsible to follow up with the potential buyer and unfortunately, the interest caller is likely to phone the dealership down the street. This is a preventable but costly reality.

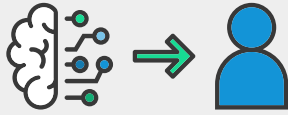
When Sales agents don't consistently utilize phone codes or forget to log leads as phone ups all together, unclaimed calls pile up in CRM and potential revenue opportunities slip through the cracks.

The dealership's General Manager aimed to improve the culture within his Sales department to prevent marketing-driven leads from falling off the radar and capture the leads the store was already receiving. He understood the value of accountability and the marketing dollars spent driving these leads. However, like many other managers, his to-do list was never-ending. Going into CRM and assigning each lead was a tedious and daunting task.

He turned to Voice Recognition to improve phone accountability by ensuring consistent assignment process, ultimately providing a better customer experience at his store.

Voice Recognition attributes phone calls to the agent without requiring any additional action from him or her. With agents' tasks clearly defined and assigned to them, proper follow up kicks into play.

## HOW DOES IT WORK?



The artificially intelligent solution automates lead assignment by identifying each agent by his or her unique speech melody. Analyzing variances in pitch, tone, and cadence during the conversation, the innovation quickly learns and captures the correct agent handling the call.

## ACCOUNTABILITY DRIVES ACTION

The dealership implemented Voice Recognition in November 2018. Within 30 days, the store saw a 25% lift in total outbound calls as a solid culture of phone accountability immediately took hold.

Why?

Each call in CRM started having an actual owner. The agents began calling to complete the automated follow-up tasks that occur when a call is properly assigned.

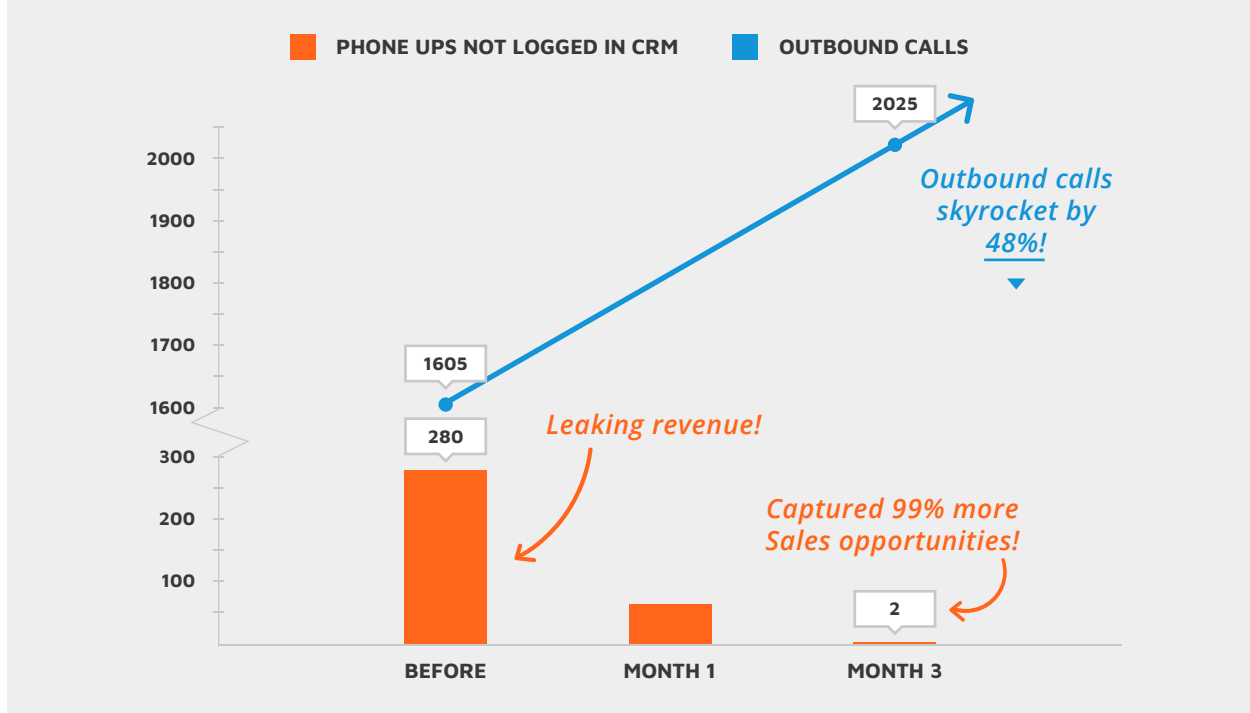
The store's CRM became more organized as fewer calls went unclaimed. In November, the dealership's

CRM had 280 unassigned phone ups. After enabling Voice Recognition, only two phone ups were unassigned in CRM.

Voice Recognition solves these classic dealership frustrations by eliminating phone code dependency and the need for manual lead assignment in CRM. Voice Recognition creates for a more organized CRM by ensuring every Sales call gets logged and assigned in CRM – linking the call to an existing prospect or creating one, assigning it and indicating a source.

**With the solid process in place, the dealership experienced:**

## THREE-MONTH IMPROVEMENT (OCT '18 – JAN '19)



\*Before Voice Recognition was enabled at the dealership

By automating CRM lead assignment with Voice Recognition, **the dealership captured 99% more of the potential revenue opportunities that were previously leaking!** Agents took greater ownership and accountability to ensure leads were handled, which led to a boost in outbound activity. The result: more appointments booked, and, ultimately, more cars sold.



## WHY IT MATTERS



Call claimed by identifying agent's voice



Phone-ups logged and assigned in CRM



Follow up process kicks in and tasks get completed



The agent has more calls to follow up on



Productivity increases:

- ↗ Outbound calls
- ↗ Appointments booked
- ↗ Showroom traffic
- ↗ Cars sold

Boost agent productivity and accountability by automating lead assignment.

**TO GET STARTED, CALL OR VISIT**

833-510-6747

[carwars.com/home/solutions/voice-recognition](http://carwars.com/home/solutions/voice-recognition)