



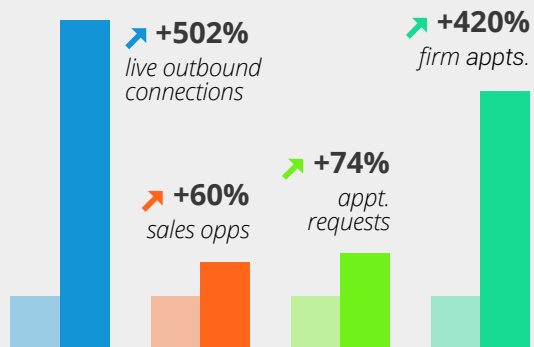
USER ENGAGEMENT SUCCESS STORY

*"The Car Wars platform is awesome for the competitive spirit and ability to track and listen to calls for ongoing training. I would recommend it to any dealer trying to maximize phone calls and appointments. **Car Wars has increased firm appointments and show rates**, and it lets me know if customers are being called back."*

– Nevin Foster, General Manager, Planet CDJR

HOW PLANET CDJR IMPROVED THEIR STATS WITH CAR WARS

- 382 live outbound connections
- 88 sales opportunities
- 58 appointment requests
- 21 firm appointments set



Want to improve your phone performance? Car Wars will help you *Own the Phone*.



MISSED OPPORTUNITY ALERTS

If a call is mishandled, we'll notify the right people at your store for immediate action.



REPORTS THAT DRIVE ACTION

Understand which marketing efforts are driving the best leads and how well your store is handling those leads.



A SCOREBOARD COMPETITION

Change the phone culture in your dealership with Car Wars' gamified processes. These metrics incentivize agents to earn points by practicing proper phone skills and booking appointments.