

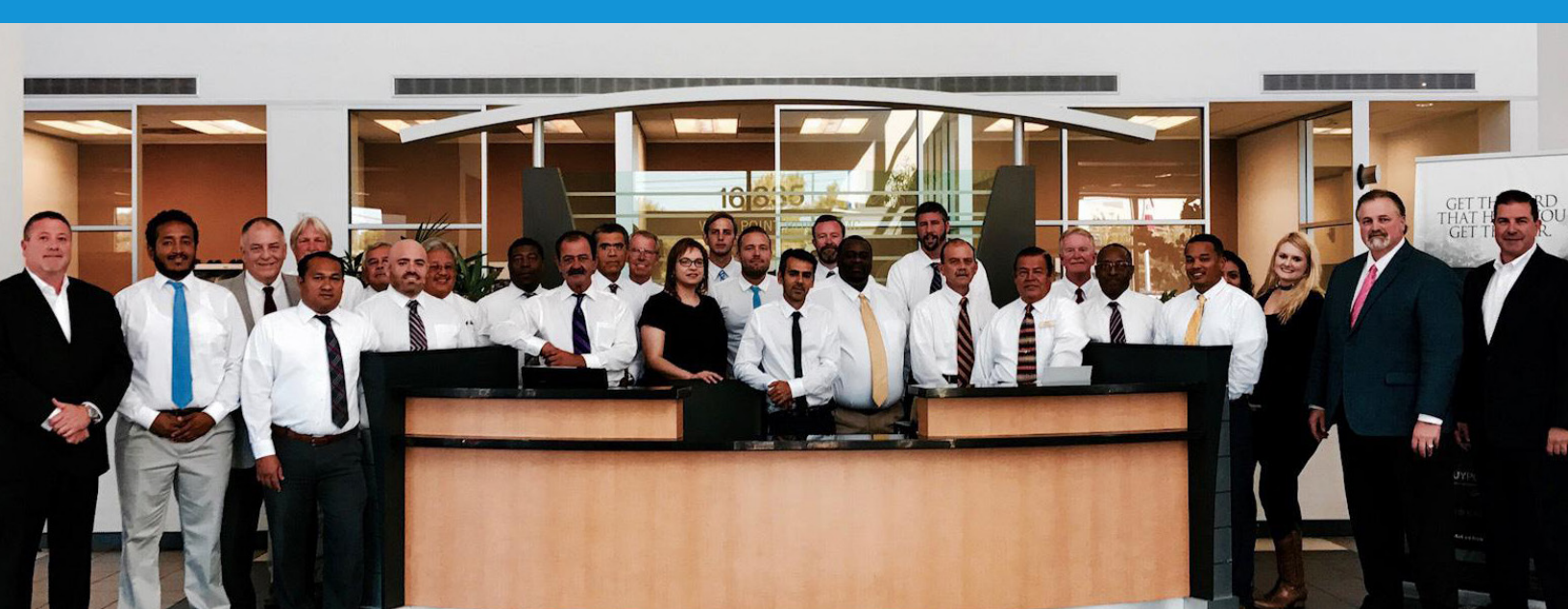


WEST POINT BUICK GMC REALIZES

91% MORE SALES OPPORTUNITIES

WITH CAR WARS

With Car Wars sending true business opportunities from the dealership's phone lines and reporting on call handling metrics, salespeople booked 88 more appointments from outbound calls within the first two full months of utilizing the call tracking provider.



DID YOU KNOW?



25% of car buyers first contact dealerships by calling.
(Kelley Blue Book, Autotrader)



Calls are the second most popular way shoppers contact a dealer before visiting, second only to unannounced walk-ins.



Phone calls surpass the combined total of all other conversion methods.



39% of consumers who used their smartphones in the vehicle shopping process called a dealer. *(Google)*



Callers purchased a vehicle 10 times more often than those who filled out a web form.
(Dialog Tech University)

BACKGROUND & CHALLENGE

West Point Buick GMC, located in Houston, TX, understands how crucial it is to foster staff accountability, build customer relationships, and earn each caller's trust. Therefore, having insight into phone calls that slipped through the cracks makes a huge impact on their business by elevating both revenue and customer experience.

The store's former call tracking provider didn't provide call recaps, so General Manager Randy Bowman and Internet Director Jorgie Eskew had to listen to every single phone call to find out what was going on at their dealership.

Furthermore, a lack of accountability surrounding the phone existed. Salespeople were calling fake numbers to make it look like they were getting their calls in, they weren't logging their leads, nor doing their best at requesting appointments or inviting prospects into the dealership. "None of us had much insight into the phone, and a lot of us tried hard to gain that insight, but it was so frustrating; we eventually stopped using it all together," Eskew said. "Therefore, we never really knew what was going on as far as phone calls went."

Given the amount of dealership traffic that comes in over the phone, having a solid grasp on which calls need to be followed up with and where employee training contained gaps was crucial for the dealership's managers.

The lack of insight into whether agents were helping customers over the phone and asking for the appointment led Eskew to research other call analytics providers – intro Car Wars.

To gain a deeper understanding of what was happening on the dealership's phone lines (they previously solely had call recordings and lacked summaries), Bowman and Eskew turned to Car Wars. Car Wars utilizes a combination of human reviewers and artificial intelligence to track, record, and review every inbound and outbound call at a dealership. In doing so, managers receive insight into how every call was handled, get alerted when a Sales opportunity needs attention, and can actively improve phone performance and processes in both the Sales and Service departments. The technology uses competition and transparent accountability to create a high-powered phone culture that helps dealers convert more calls into booked appointments.

After West Point Buick GMC turned on Car Wars in July 2018, within the first three months of utilizing the service, they booked 88 more appointments on outbound calls, reduced soft appointments by 33%*, and seized 71% more pursue opportunities, which are unbooked business opportunities that should receive an outbound phone call to book a firm appointment.

SOLUTION

The lack of insight into whether agents were helping customers over the phone and asking for the appointment led Eskew to research other call analytics providers. To enhance phone performance and hold salespeople accountable, West Point Buick GMC relies on Car Wars' inbound and outbound call metrics.

"As a BDC and Internet Director, I know how very important the incoming phone calls are and how very important it is that everyone knows what, when, and how to say things to build rapport over the phone and get people in the door," said Eskew. "A lot of people say that pricing is the most important thing and that everyone needs to push, push, push to get the sale, but I believe (KNOW) differently; it's rapport that gets people in the door. **I wanted something that would help me and my salespeople get to that place, where they were good on the phones. I just needed to know where to start first. Car Wars has helped me do that.**"

*Soft appointments lack a scheduled date and time.



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"Ever since we've signed up with Car Wars, the number of appointments set, the show rate, everything has improved really highly...If we didn't have Car Wars, we wouldn't be where we are today. We've gone so far because of it. I have and will continue to recommend Car Wars to other dealerships."

JORGIE ESKEW

West Point Buick GMC Internet Manager

RESULTS



More Organized Follow-up Process

For appointment opportunity calls that didn't result in booked appointments, Car Wars alerts managers. This methodology is pivotal for the team's success. When a phone handler either fails to invite the prospect in for a test drive or solely books a soft appointment (one without a scheduled date and time), Car Wars sends alerts of these calls to managers via email and text message for prompt follow-up.

Google & Bing 469-555-1000 (ext. 2)
Connected, Sales opp, No appt request

Bryce Kent

Customer Data ▾
Customer Number: 214-555-0000
Event Status: Open Lead

CUSTOMER INFO OPEN IN CRM

0:00 6:14

Cari reviewed the call as No appt request.
3/26/19 - 8:39PM CT

Cari reviewed the call as Sales opp.
3/26/19 - 8:31PM CT

*Cari is our
artificial
intelligence
product.*

"No missed opportunities get past us," stated Eskew. "We've personalized the alerts in Car Wars for any calls – inbound or outbound – that we consider to be missed opportunities, and then we go from there. I have the "No Appointment Request" alerts and live Sales calls coming to my cell phone in a text and my email. The first thing Randy does when he gets into the dealership every day is listen to the dropped phone calls, missed opportunities, hung up while on hold, and No Appointment Request alerts as well, so we balance each other out."

Eskew ensures other dealership managers are just as involved in capturing the missed opportunities process. Thanks to these opportunities Car Wars sends her via email and within the platform, she once caught several salespeople not logging calls in CRM. Because of the added insight, she was able to train salespeople on how to put every Sales call in CRM – missed opportunities and hot leads. She then follows up by calling the agent's Sales Manager so he or she can make sure the salesperson is following through, then Eskew will continue to follow up with the agent until the lead is logged, and also seeks an update once he or she has called the customer back.

"Every single manager is involved in the whole phone process, and it works," Eskew explained.

In just three months of utilizing Car Wars, salespeople seized 71% more pursue opportunities. It's safe to say their follow-up process lifted dramatically.

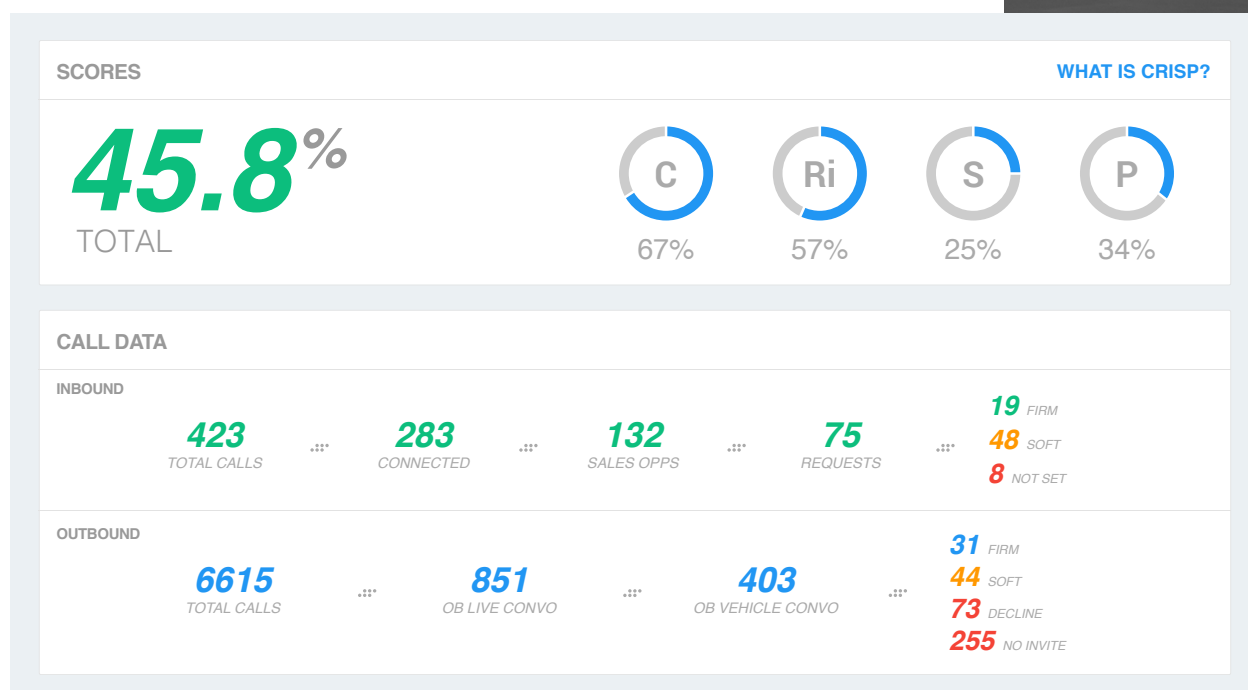


Improved Employee Training

During every Friday Sales meeting, Bowman plays a variety of Car Wars calls and goes around the room dissecting each one, what he refers to as "a phone call debrief." He notes that at first salespeople were embarrassed if their call was pulled up, but it quickly became phenomenal for training to where everyone was on the same page.

He referenced an anecdote: "I had a Used Car Salesman here who tried to trick the methodology – every time someone would call in, he'd say 'Let me check my availability and I'll call you back,'" Bowman shared. "Car Wars started showing me a pattern for him. So one day I stood behind him and took a photo of the car the customer was asking about that was directly in front of his window, while he was saying he'd need to check and see if it was still available and he'd call back later. Later that week during a Sales training, I showed the picture. His thought was that we weren't ever going to listen to his calls."

Outside of the call recordings helping with training, West Point Buick GMC managers rely on the Dealership CRISP Report daily. Each manager receives a breakdown of their CRISP scores daily, and the group discusses areas for improvement collectively.



*The data used in the CRISP Report is anonymous, not West Point Buick GMC's.

"It helps us to see where we're going wrong and where we need to improve, as well as what we need to do to Own The Phones," Eskew said.

"CRISP is something we always talk about and strive to get better on; it helps us see where we're at and if we need to listen to more phone calls," Bowman added.

With a focus on phone training, over a span of three months, **agents requested the appointment at a 33% higher rate, booked 117% more firm inbound appointments, set 153 more firm appointments on outbound calls, boosted their Request and Invite score by 16 percentage points, and asked for the appointment at a 68% higher rate.**



A Stronger Culture of Accountability

Accountability is a large part of West Point Buick GMC's success, so much so that managers require each salesperson to make at least 25 outbound phone calls per day to exceed 150 phone calls per

week. Each BDC representative must make at least 100 phone calls per day, but Eskew stated that their volume usually ends up being around 150 calls.

To ensure phone handlers are meeting the minimum threshold of outbound calls, Eskew and Bowman rely on Car Wars' Staff Activity Report. The report depicts how many calls each agent is making, broken down by dealership department. The reporting has allowed managers to track productivity and hold people accountable.

"Some salespeople think they can outsmart the system – at one point a few of them were calling the dealership fax number 90 times in one hour," Bowman revealed. "With Car Wars, we can track that and see if they're calling the same number or their own number, cheating the system. We've caught every situation like that with Car Wars; now agents actually make proper phone calls. Of course, we had growing pains going through this, but as far as a tracking tool, the technology really helps you hold your salespeople and BDC accountable."

Within the first two months of utilizing Car Wars, the team booked 88 more firm appointments on outbound calls and made 928 more outbound calls.

OUTBOUND AND INBOUND STAFF ACTIVITY ⓘ

CAR WARS SALES

✖

Export

%

#

OUTBOUND

INBOUND

Agent	Total Outbound	Unique Outbound	Live Convo	Appt Invite	Appts Set	Avg. Talk Time	Sales Opps Claimed	Appt Requests	Appts Booked (Firm Soft)
Henry Gladwell	781	405	134	45	34	1:04	3	3	1 1
Stephanie Howard	614	459	165	64	17	1:21	2	1	1 0
Mark Hersch	609	490	140	33	8	1:13	0	0	0 0
Poppy Klein	149	89	41	12	2	1:46	1	0	0 0
Robert Leonard	145	92	10	7	0	0:47	0	0	0 0

*The names used in the Inbound and Outbound Staff Activity Report have been changed to protect the privacy of the store's employees.

THE CAR WARS DIFFERENCE

As dealers and brands pay a hefty price for mismanaged phone calls – amounting to millions of lost revenue dollars in 2017¹ – West Point Buick GMC remains a cut above the rest by using Car Wars. With every call tracked, recorded, and analyzed at the dealership, managers have been able to identify areas for improvement and plan to use it to get even further and become even more successful in the industry.

If they didn't have Car Wars, the managers stated the outcomes would be detrimental to their team's performance.

"Without Car Wars, we wouldn't be able to hold employees as accountable with their calls; we'd miss a lot of opportunities; we wouldn't be setting as many appointments; a lot of the salespeople would most likely be getting away with not requesting the appointment, as we currently know with Car Wars," said Eskew, the Internet Director. **"Ever since we've signed up with Car Wars, the number of appointments set, the show rate, everything has improved really highly...If we didn't have Car Wars, we wouldn't be where we are today. We've gone so far because of it. I have and will continue to recommend Car Wars to other dealerships."**

"I'd absolutely recommend Car Wars to other dealership managers," said Bowman, the GM. "With someone else listening to your phone calls and transcribing them, you don't have to spend your whole day doing that anymore. If you get 20 to 30 Sales calls per day, and you're essentially having someone else do the work for you. It's well worth the money."

WANT IN?

Visit carwars.com or call 833-270-2271 to learn more.

¹Marketing Daily, "Automakers Mishandle Prospective Buyers' Calls," by Tanya Gazdik, October 25, 2017.

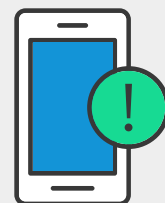
HOW WEST POINT BUICK GMC

UTILIZES CAR WARS TO SEE SUCCESS

1

MISSED OPPORTUNITY ALERTS

These email and text alerts allow managers to stay on top of any calls that resulted in a lost opportunity.



2

HUMAN REVIEWS & CALL RECAPS

The managers credit human reviews and call recaps as huge time-savers, as they help them manage staff more efficiently.



3

STAFF ACTIVITY REPORT

Viewing calls as live conversations – and not just dials – allows them to identify and correct low performers.

