

## **Car Wars builds Live Call tool to establish vital dealership customer relationships**

*Enhance customer relationships to increase your bottom line with Car Wars' innovative data feature.*

DALLAS ([PRWEB](#)) August 29, 2018 -- Live Call data — Car Wars' latest addition to the company's increasing list of cutting-edge features — is fairly simple: agents and managers can view call data in real-time via the upcoming Call Box platform. The feature displays caller information such as name, gender, upcoming Service appointments and caller history.

But don't underestimate the feature's simplicity; its value is huge for the average dealer.

Customers are more likely to purchase a vehicle from an agent who cares about establishing a relationship. Live Call data is a resource for your agents to create and maintain those relationships through information. Ongoing updates and live results work to eliminate the possibility of ever forgetting customers and details about their past conversations.

“In order to continue revolutionizing the customer phone experience, we're using Live Call data to ensure every single lead is logged in CRM,” Car Wars' Vice President of Automotive, Mike Haeg, said. “Now, agents are able to claim their leads through Live Calls and establish long-term customer relationships. In six or seven years when the customer is ready to buy another car, he'll return to the dealer he trusts. The Live Calls feature and accompanying data is the tool to cultivate return customers every time.”

Not only does the feature improve customer relations, Live Call data also holds agents more accountable. Managers have access to call information in order to monitor agents' phone performance.

Car Wars' Live Call feature is helping dealerships form better relationships with customers, while also holding agents more accountable through managerial viewing access. This combination will take dealerships to the next level.

More features are coming soon from Car Wars, so stay tuned. For more information, go to <http://www.carwars.com>.

### About Car Wars

Car Wars combines artificial and human intelligence to listen to and categorize every inbound and outbound call at the dealership. This data provides managers insight into how every call is handled, alerts them when an opportunity needs attention, and actively improves phone performance in sales and service.

Car Wars uses competition and transparent accountability to create a high-powered phone culture that converts more phone calls into booked appointments.



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