



CASE STUDY

MORE INSIGHT= MORE SALES

McClain's RV Achieves Measurable Results with Car Wars



BACKGROUND

McClain's RV is one of the largest RV superstores with multiple locations covering Texas and Oklahoma. As McClain's has expanded, however, the need for more transparent insight into metrics has also grown. Three years ago, McClain's RV turned to Car Wars to provide the in-depth reporting needed to enhance staff's phone performance, facilitate an optimal caller experience, and capture each and every phone lead in CRM.

AN OPPORTUNITY ARISES

Car Wars had the opportunity to sit down with Marshall McCormack, Systems and Network Administrator at McClain's RV, to learn more about McClain's experience with Car Wars and how its solutions have impacted McClain's growing success and elevated accountability for their team members.

Previously, McClain's RV had limited insight into its stores' phone calls. Managers were able to record calls, however, no one listened to or monitored these calls. "Our phone system recorded calls and that was it. No one listened to them, no one really monitored where they were coming from," Marshall said. Without a more robust solution in place, the McClain's team knew they were leaving money on the table. McClain's RV recognized this opportunity to capture more sales and improve its operational outcomes — that's where Car Wars came in.

THE GAME CHANGES WITH CAR WARS

Car Wars is a comprehensive call tracking and phone solution that partners with RV dealers to gain visibility on phone calls, capture more leads, and improve the caller experience. Car Wars offers a variety of comprehensive phone handling techniques that provide in-depth insights and actionable reporting to help RV dealerships efficiently manage their phone ups.

For Marshall and McClain's RV, key Car Wars features that have bolstered their success include: **Enterprise Reporting, Agent Lines, Missed Opportunity Alerts**, and seamless **CRM Integration**.



Enterprise Reporting allows executives to view and analyze phone performance data across multiple locations. This high-level reporting provides actionable data for managers to align with forecasted goals without having to physically be at each location.

"The enterprise reporting has been beneficial to look at all our stores in one place," Marshall stated. Car Wars provides regular enterprise-level reports to McClain's RV so every contact with a customer is recorded, reviewed, and categorized. This detailed information allows Marshall and his team to hold stores and individual agents accountable for top-notch phone handling. Marshall and the McClain's RV team use these reports to understand which stores need their attention as they continue to grow and develop their relationships with their customer base.





AGENT LINES

Agent Lines allow every Sales or Service agent to have his or her own phone number to provide to customers. These lines are tracked and reviewed, and return calls ring directly to the agent's assigned line. All Agent Lines are text-enabled, so customers can still communicate with agents if texting is preferred. Outbound click to calls made with Agent Lines will automatically show the caller a designated outbound caller ID. All inbound calls to Agent Lines are automatically assigned to the agent to improve proper CRM follow-up and staff accountability.

Previously for McClain's RV, when an agent gave a customer his or her personal phone number, that's where the insight ended. **"It was a catch-22 when salesmen would give customers their cell phone numbers. When the customer would leave, McClain's didn't have anything on them,"** Marshall explained. Managers would not be able to see any further communication or reporting on the calls or texts between the agent and customer. With Agent Lines, however, communication is transparent and agents can be held accountable. This has allowed for visibility and improved customer experience which has resulted directly in increased sales for McClain's RV. **"When you have numbers you can hold people accountable for, sales improve,"** Marshall added.

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MARSHALL McCORMACK

Systems and Network Administrator, McClain's RV

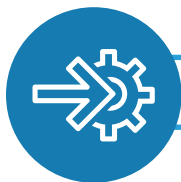




MISSSED OPPORTUNITY

Missed opportunities are one of the biggest reasons RV dealers lose revenue without even knowing it. It is easy to forget how many calls land in an agent's voicemail or underestimate the number of times team members don't ask for an appointment on calls. Dealers acknowledge this is nearly impossible to manage on their own. Car Wars aligns with dealers by immediately notifying managers of the phone ups that require their attention.

One General Sales Manager in particular at McClain's RV constantly leverages Missed Opportunity Alerts. **"He has always been a proponent of Car Wars,"** Marshall said. **"He goes in to see those alerts all the time and view what your recommendations are."** Car Wars tees up true sales opportunities in CRM to users to ensure proper follow-up occurs with customers in a timely manner. This insight capitalizes on the opportunities McClain's is already driving to its stores, while saving valuable time for managers who can avoid sifting through calls to find the one or two that require their attention.



CRM INTEGRATION

Many RV dealerships that partner with Car Wars already have a CRM solution in place. **Car Wars is able to not only integrate, but effectively manage the phone ups that matter most in their CRM platform.**

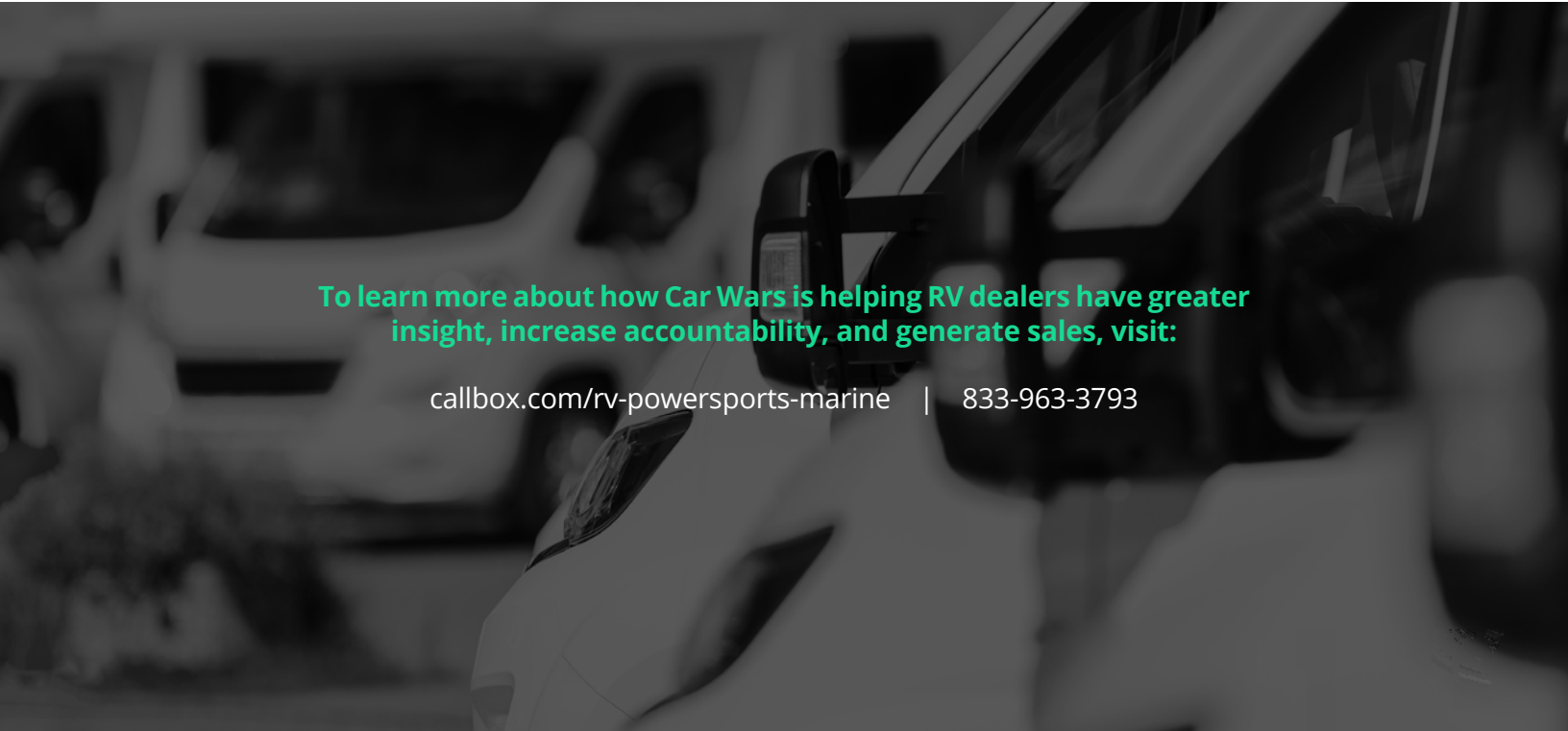
At McClain's RV, Car Wars is able to automatically filter through calls and efficiently share these Sales opportunities into their CRM, Elead, which managers rely on daily. **"It's always good to see whether calls were connected or not in Elead,"** Marshall stated. Managers are then able to view Car Wars reports within the Elead platform and make sure calls are getting sent to the right agents and customers are receiving the help they need. This has sparked the team at McClain's RV to jump into Elead even more to look at phone trends and evaluate the data Car Wars provides. McClain's managers continue to encourage this with their team as a regular part of their everyday processes.

A CONTINUOUS PARTNERSHIP

Sales agents at McClain's RV have started proactively asking to see where they stand on the leaderboard in reports for their calls. **"Everybody is starting to pay attention to it. The team wants to know where they are at with the calls,"** Marshall shared. From top to bottom, the McClain's RV team is engaged with Car Wars' reports because the better calls are handled, the better their stores perform.

With this in mind, McClain's RV has added Car Wars' solution specifically for Service Departments to work alongside the existing Sales-focused product. **"We've been able to track a lot more on what the Service advisors are doing with outbound calls and how they filter back to Elead,"** Marshall explained. **"I really like the way it has come through with Service."** Since that decision, the results have been positive as Marshall, and other members of the leadership team at McClain's RV, have been able to track more detailed phone analytics on the Service side.

In addition to tracking performance metrics and improving accountability with Car Wars' products and features, Marshall and his store managers count on using this data and information to generate further Sales opportunities and provide continued training for the McClain's RV team. Marshall cannot wait to see what Car Wars has in store in the future. **"We are always looking forward to what's new and listening to what Car Wars comes out with."**



To learn more about how Car Wars is helping RV dealers have greater insight, increase accountability, and generate sales, visit:

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