



Car Wars
Service

DATA STUDY

5 SERVICE PHONE TRENDS **THAT STAND OUT** HALFWAY THROUGH 2022

5 PHONE TRENDS

SERVICE DEPARTMENTS NEED TO WATCH

- 1 *Slight Increase in Call Connection Performance* PG 3
- 2 *Slight Decrease in Inbound Call Volume to Service* PG 4
- 3 *Minimal Decline in Requesting Inspections* PG 5
- 4 *Rise in Firm Appointments Booked* PG 6
- 5 *Growth in Inbound Calls Regarding Vehicle Status* PG 7

At the halfway point of 2022, dealers are looking back to understand how the first half of the year compares to prior years' performance and understand areas to course correct for the remainder of 2022. One popular prediction for the year — a rise in the need for Service — has not only happened, but shows no sign of slowing down. Many Service Departments across the country currently have a consistent flow of business with fully booked calendars. As the boom in Service remains, dealers are looking for ways to improve their processes and be more efficient with the current surging market and keep Service sustained in the future.

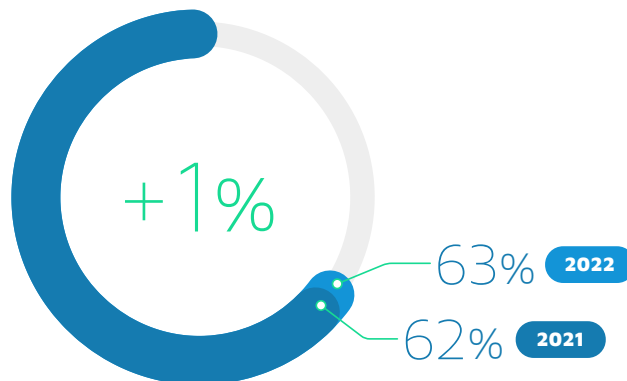
Customer experience is critical in keeping customers not only happy but coming back, and there's one place Service Departments interact with customers the most — the phone. After compiling millions of calls across thousands of dealership partners, we've highlighted the top 5 Service phone trends from the first half of 2022 (January — June). These trends will assist Service teams in gaining insight into phone handling processes to provide top-notch customer experiences and keep Service bays full well into the future.

TREND #1

SLIGHT INCREASE IN CALL CONNECTION PERFORMANCE

For those unfamiliar with how Car Wars defines a connected call, a connected call is when a customer calls in and can get ear-to-ear with someone who can assist them to get his or her question(s) answered. Customers who leave a voicemail or hang up on hold would not count as a connected call. **To date in 2022, the average connection rate for inbound calls to Service Departments has increased from 62% to 63% compared to 2021.** Although a small bump, the upward trajectory signals that more customers are getting in touch with the right people to assist them. One suggestion to raise this number even further would be implementing a bridge. A bridge presents customers with a menu of options to choose from that will direct their call to the appropriate department. This not only reduces the number of irrelevant calls going to the wrong places, but also provides the customer with a better overall experience when calling the dealership. Check out the benefits of a phone bridge, and how Car Wars can assist in setting that up, [HERE](#).

AVERAGE INBOUND CONNECTION RATE



TREND #2

SLIGHT DECREASE IN INBOUND CALL VOLUME TO SERVICE

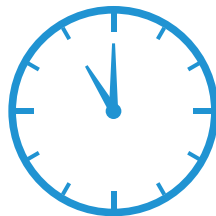
When looking at the average inbound call volume per rooftop to Service Departments in 2021 compared to 2022 to date, **inbound call volume has decreased from an average of 11,400 calls per month to 11,100.** Potential causes of this reduction may be from customers connecting more with Service staff to get questions answered and not having to call back multiple times, or customers being contacted by other means such as text messaging. When looking month by month, inbound call volume was evenly dispersed in both 2021 and 2022, indicating specific times of the year did not have a significant impact on this declining trend.

With this drop in mind, it's important every call coming in gets connected — and that means making sure the phones are being watched. To address this, knowing the top days and times customers call in can mitigate calls being missed. Respectively, the top 3 days of the week customers call into Service Departments are Monday, Tuesday, and Wednesday. The top 3 times of the day customers call in are 10:00 AM, 11:00 AM, and 12:00 PM. Ensure the phones are covered with sufficient staffing during these high-volume days and times to prevent customers from being put on hold for extended periods of time or going to voicemail. Dealers can also leverage a bridge or utilize a multi-ring. For dealers who are facing staffing issues, a multi-ring is a great solution where a call rings to multiple designated phone lines to increase the chances of someone picking up and helping the customer, providing a much smoother experience.

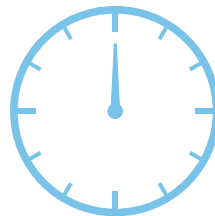
TOP THREE TIMES OF THE DAY



10:00 AM



11:00 AM



12:00 PM

TOP THREE DAYS OF THE WEEK

SUN

MON

TUE

WED

THU

FRI

SAT

TREND #3

MINIMAL DECLINE IN REQUESTING INSPECTIONS

For 2022 to date, the average percent of inspection requests made by Service staff over the phone dropped from 71% to 70%. While not a large decrease, it's worth calling out. Customers will shop around to see who can get their car fixed right away for the best price — even if that means going to alternative Service centers such as Midas, AutoZone, or NAPA. As OEMs are making advances in the technology and the structure of today's vehicles, franchise dealers are the most equipped and best suited to assess and work on customer vehicles. Additionally, avoid discussing prices over the phone. If the customer is pushing for a quote, provide an estimated range but emphasize a more accurate price can be given once they bring the vehicle in. This would look something like, "I understand you want to look at those other options. However, in order to give you a more accurate price, it's best to let our team of certified technicians get their hands on your vehicle. Plus, you can be assured that your vehicle will be fixed correctly and efficiently as our staff is thoroughly trained in servicing your specific vehicle."

INSPECTION REQUESTS



TREND #4

RISE IN FIRM
APPOINTMENTS BOOKED

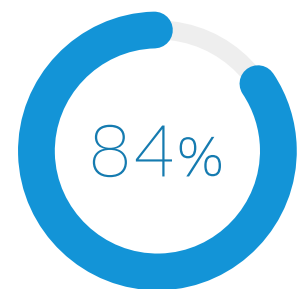
Firm appointments have increased from 81% in 2021 to 84% in 2022 to date. A firm appointment is when a customer agrees to visit the dealership at a specific date and time. Firm appointments show up 75% of the time! The upward trend in this category is a great sign that Service staff are booking more firm appointments and one that needs to continue to grow. Furthermore, having the customer in front of Service staff provides an opportunity to upsell additional items or offer a trade-in estimate for their vehicle that may lead to a new sale. Learn more about how to turn your Service Department into a trade-in resource [HERE](#).

**AN EXAMPLE OF ASKING FOR A FIRM APPOINTMENT
MAY LOOK LIKE:**

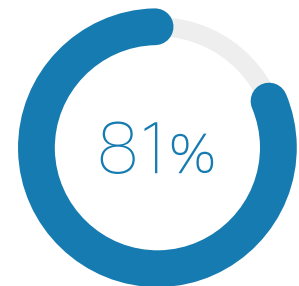
I have openings this Thursday at 2:00 PM or Saturday at 11:00 AM, which one of those works best for you?

Saturday is great!

Perfect! We'll also send you a text message reminder with details regarding your appointment along with directions to our dealership after this phone call. Be on the lookout for reminders the day before and the day of your appointment. Just call or text us if you need to reschedule for any reason.

**INCREASE IN FIRM
APPOINTMENTS****2022**

↑ +3%

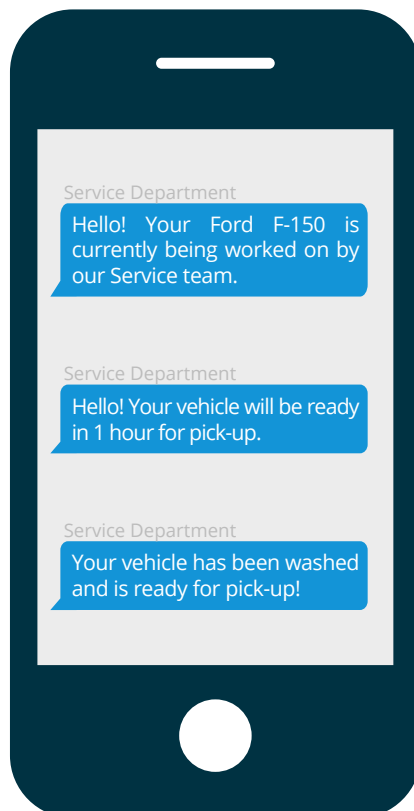
**2021**

TREND #5

GROWTH IN INBOUND CALLS REGARDING VEHICLE STATUS

After setting a firm appointment, it's important to set expectations of what the customer can expect when visiting your Service Department. Once the customer drops off their vehicle, be sure to provide frequent updates regarding the status of their vehicle. Between January and June of 2022, **over 9% of the inbound call volume Service Departments received was regarding vehicle status updates.** This means that customers don't know what's happening with their vehicle and are required to call the dealership for an update on when they can expect to pick it up. Customers get frustrated by the lack of communication and phone lines become flooded with calls that could be avoided using phone, text message, or email updates. After arriving at your dealership, let the customer know the estimated wait time until their vehicle will be ready, the amenities offered if they choose to hang around at the dealership, and that they'll receive text message updates throughout the time their vehicle is in for service and ready for pick-up.

Over 9% of inbound Service calls are about vehicle status!





LOOKING AHEAD

Dealerships have called on their Service Departments to capture additional revenue and provide best-in-class experiences during recent years. The phone trends provided in this data study create insight on how to help sustain the surge in Service to keep customers happy and coming back. By putting this data into practice, dealers can take steps toward a successful second half of 2022 and beyond.

Car Wars helps Service Managers put standards in place to create more efficient phone handling processes, hold their teams accountable, gain visibility on their inbound and outbound calls, improve CSI, and more!

**If you'd like to learn about Car Wars Service
or experience a demo, visit or call:**

www.carwars.com/home/service | 833-460-2441