



Car Wars
by Call Box

ROHRMAN AUTOMOTIVE GROUP:

SEIZING OPPORTUNITY

How emphasizing consistent phone training led to a 10% increase in call connection and an 8% increase in appointments booked.



ROHRMAN
AUTOMOTIVE GROUP

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Rohrman Automotive Group is comprised of 22 stores across the Midwest. Being a family-owned business, Rohrman recognizes that its people are what drive success—and investing in people generates excellent results.

Like any successful business, Rohrman consistently looks for opportunities to improve and streamline everyday operations. Since the phone is the most likely source to acquire new business, it was a logical place to start. After looking closely at call data in Car Wars, Rohrman saw an opportunity to enhance their phone processes across their stores. They wanted a solution that would develop their agents' phone handling skills, enhance accountability, and provide transparent KPIs to improve upon. That's when Rohrman turned to Car Wars' CRISP Certification.

CRISP Certification is a virtual phone skills training program that teaches salespeople to be effective in handling customer inquiries while holding agents accountable for key performance metrics.

Since implementing CRISP Certification in January 2022, Rohrman enrolled more than 1,500 agents

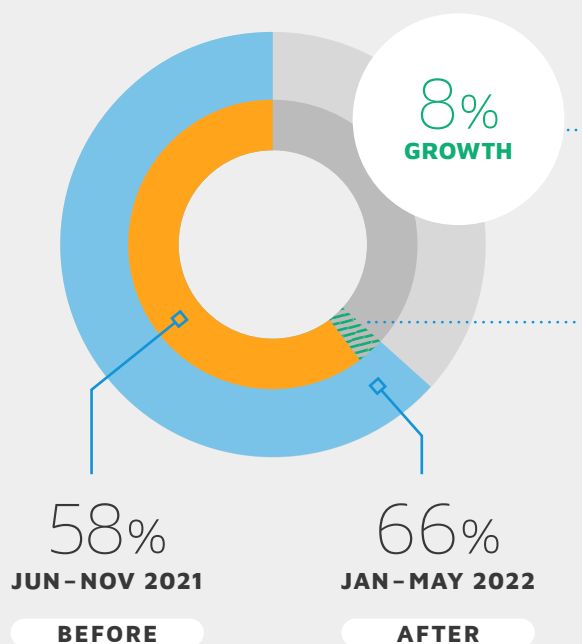
in the program. "With CRISP Certification, we did the first session as a group. It was great conversation to decide which answer was right and have good, debated conversations on ways to answer objections with different points of view," states Mark Croft, Director of Telecommunication and Training for Rohrman Automotive Group.

From January 2022 through May 2022, Rohrman has seen drastic improvements in phone handling performance with the help of CRISP Certification. Compared to the months before CRISP Certification from June 2021 to November 2021, the Rohrman team has found an answer to the obstacle that is the phone and is excited about the direction they're heading towards. "Phone skills have been a challenge in our industry for a long time... it's important to be able to pick up the phone and know what questions to ask," says Jeremy Nowling, Sales and Implementation Director for Rohrman Automotive Group. CRISP Certification has helped Rohrman Automotive see clear advances in customer call connection, inviting customers into their dealerships, scheduling firm appointments, and making outbound phone calls.



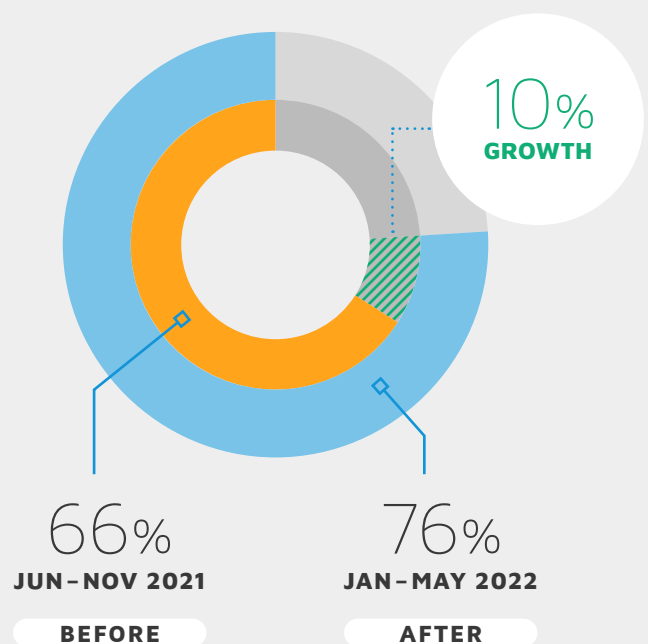
8% GROWTH IN INVITING CUSTOMERS INTO THE DEALERSHIP

As a dealer, it's important to assure callers that the next best step in their buying journey is to come in to visit the dealership. This allows potential buyers to get their questions answered and get their hands on their choice of vehicle. From June 2021 to November 2021 prior to CRISP Certification, Rohrman's stores invited customers into their stores on an average of 58% of Sales opportunity calls. After learning strategies to overcome customer objections and expertly guiding customers to an appointment request, that number grew to 66% between January 2022 and May 2022 with CRISP Certification. Despite industry-wide inventory shortages, Rohrman agents became more confident and comfortable requesting and inviting the customer into the dealership.



10% INCREASE WITH INBOUND CUSTOMER CALL CONNECTION

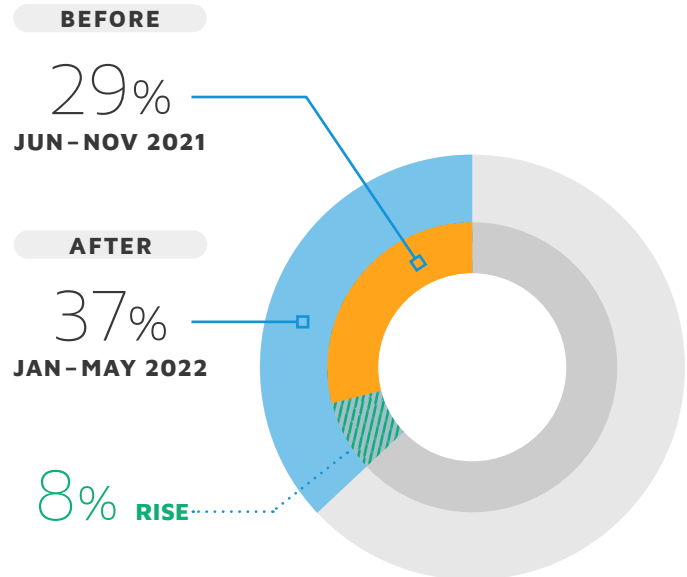
A connected call occurs when a customer gets ear-to-ear with a qualified agent who can answer his or her question. During June 2021 to November 2021 before CRISP Certification, Rohrman's stores connected an average of 66% of all calls with someone who could help. Since implementing CRISP Certification in January 2022, that number has grown to an average of 76% of all calls. That 10% increase means more chances to provide great customer experiences and convert more opportunities into sales.





8% RISE IN BOOKING FIRM APPOINTMENTS

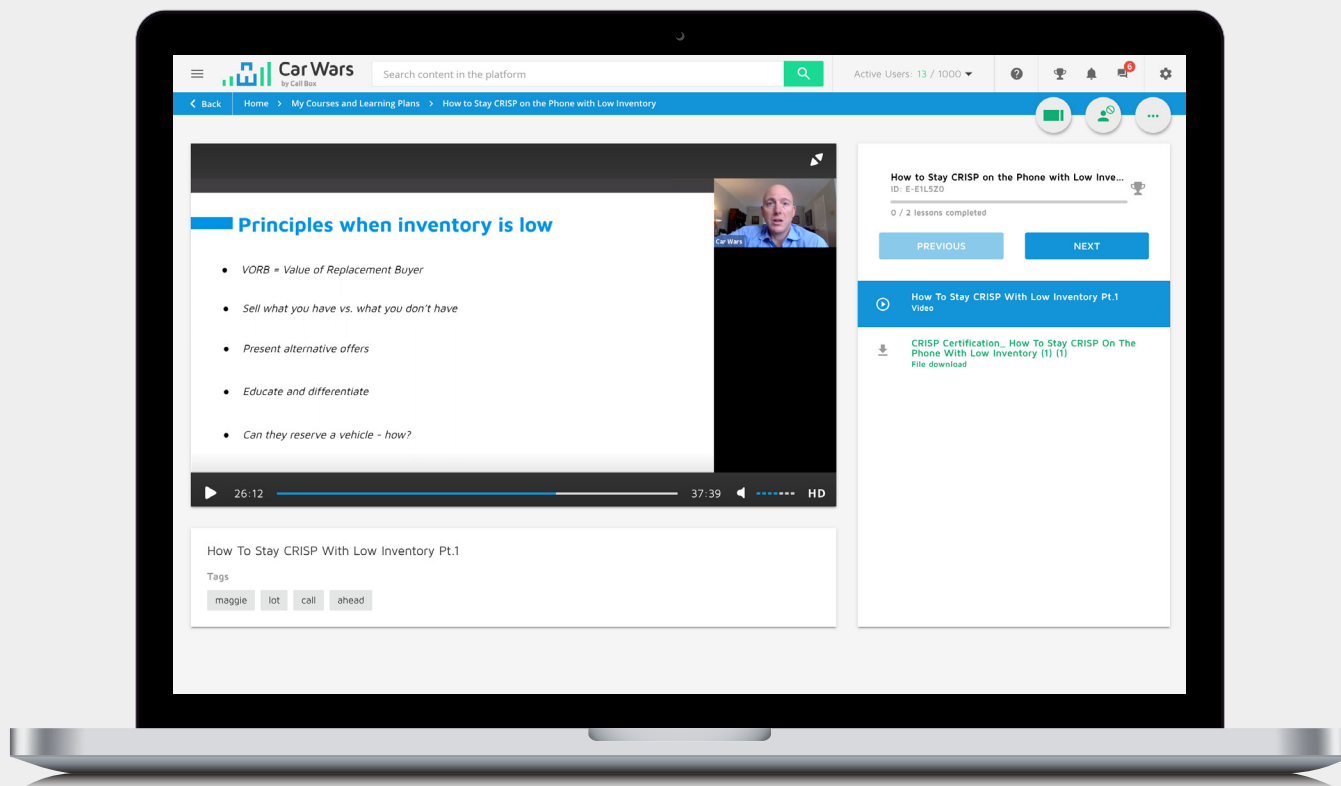
Customers may agree to come in for a test drive, but there's no guarantee they'll show. By setting *firm appointments*, meaning the customer agrees to a specific day and time to come in, the likelihood of them showing up for their appointment is 75%. With the help of CRISP Certification, Rohrman's Sales agents were provided real-life examples of how to get customers to commit to an appointment. Rohrman was able to increase firm appointments booked from an average of 29% during the non-CRISP Certification months in 2021 to 37% while participating in CRISP Certification.



EMPHASIS ON OUTBOUND CALLS BEING MADE

Being proactive with outbound calling efforts is critical in following up with high-quality leads. Outbound calls are important and should be made regularly. Outbound calls could include following up with customers in the market that previously came in for a test drive or customers that left voicemails expressing interest in a particular vehicle. Making outbound calls takes time, but the return means recapturing potential sales. By adopting that mindset, Rohrman set scoring benchmarks under their "Pursue" metric within Car Wars. This, paired with CRISP Certification training on strategies to be more successful in making outbound calls, gave Rohrman managers a way to hold their agents accountable to refine phone processes in this area.





LEARN MORE

After seeing an area of opportunity to enhance phone processes and expand agents' phone handling skills, Rohrman Automotive Group wanted a way to train their teams but also be able to hold each agent accountable. Car Wars' CRISP Certification program made that a reality and the numbers speak for themselves.

By offering applicable content and reporting to reinforce performance benchmarks, CRISP Certification creates changes to phone handling processes where skills can be developed, easily measured, and impact bottom lines. Become the next CRISP Certification success story and learn more about how to get started!

https://carwars.com/main/product-offerings/#crisp_training