Car Wars Quickly Translates and Summarizes Foreign Language Calls into English for Dealers

The translation feature challenges the status quo

Dallas, TX (PRWEB) September 17, 2017 -- Car Wars is filling the gaps in the automotive industry’s phone processes once again by providing dealership management deeper insight into all phone calls. Specifically, key phone calls that happen to include a foreign language. At one point, dealership owners and managers solely had insight into English calls, resulting in many foreign language calls being overlooked and ignored. The call tracking company proactively solves this problem each day by accurately translating numerous foreign language calls, and recapping what happened on the calls, into English text.

Car Wars employs more than 100,000 human reviewers through its Humanatic platform, who listen to and review calls based on several categories -- for example, specifying whether a caller was connected to a qualified agent, whether a firm appointment was set, and whether a sales opportunity was present on the call -- to list a few.

The scale of Humanatic gives Car Wars an unprecedented advantage in their ability to review phone calls for dealerships. Many of the trained reviewers who make up the Humanatic team are bilingual and multilingual. They are trained to quickly review and translate foreign language calls to English. Car Wars effectively becomes a robust translation service for dealers.

This technology fuels Car Wars’ two newest enhancements to the feature that take translation capabilities a step further. One of the enhancements is a translated call indicator. This quickly alerts dealers if a specific call was originally in a foreign language and that call details have been translated in English.

The translation feature’s second newest enhancement enables dealers to filter through all their calls for specifically foreign translation calls. Dealer owners, managers, and staff agents can easily learn at a glance what occurred on the call, regardless of fluency in the language. The filter is a game changer in the automotive industry because it provides a clear picture of foreign language phone traffic volume, and pinpoints which calls are business opportunities.

The Census Bureau reported that in 2010, 1 in 5 U.S. residents spoke a foreign language in the home, making up 61.8 million people; the number has been on a dramatic incline since.

“This has serious implications for managers who depend on Car Wars to improve on the phone,” said Mike Haeg, Vice President of Automotive at Car Wars. “Before the feature, foreign language callers who used the phone during their buying journey may not have received the best experience or proper follow up. Now, the weight is taken off each manager's shoulders because they can quickly review foreign language calls in English to ensure the call was handled properly. This also allows managers to ensure foreign language calls receive proper follow up."

Car Wars helps dealers Own The Phone by solving tough problems that were previously given up on. The call tracking and marketing analytics company is ready to get to work translating your foreign language calls today.

For more information on Car Wars, please visit http://www.carwars.com/cw/.
About Car Wars

Car Wars, based in Dallas, Texas, is the premier call tracking provider for more than 10,000 automotive dealerships. Their team of 100,000 human reviewers track and record every inbound and outbound call at a dealership. The platform provides insight into how every call is handled, alerts dealers when a missed opportunity needs attention, and helps stores improve phone performance.

Dealers turn to Car Wars when they’re overwhelmed by the phone. Car Wars fosters a thriving phone culture centered around accountability and converts more phone calls into booked appointments.
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