



# HOW TO COMBAT INBOUND & OUTBOUND SPAM AT YOUR DEALERSHIP

**FREE CHECKLIST!**  
P.13

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# SPAM ISN'T A NEW CONCEPT...

In fact, dealerships have been battling spam for years. More recently, however, spam has increasingly affected businesses on both incoming calls and outgoing calls. Not only are dealerships receiving a growing number of inbound spam calls which tie up their lines and add expense to their phone bills, they're also seeing their dealership's phone number flagged as "spam" or "scam likely" when trying to contact current customers or potential buyers.

**Your business relies on the phone. You can't ignore incoming calls and you can't stop calling your leads. So how can you combat inbound and outbound spam to ensure you're focusing on the calls that matter and reaching your targeted customers?**

This guide will present digestible information on what inbound and outbound spam are, why they're becoming more and more prevalent, and how you can prevent them from becoming a hindrance to your business. Furthermore, you'll discover how Car Wars specifically helps dealers combat spam and straightforward methods to reduce incoming and outgoing spam immediately.

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# INBOUND SPAM

## WHAT IS INBOUND SPAM?

Inbound spam occurs when your dealership receives an unwanted or unsolicited phone call that is part of a mass recipient list — none of whom expressed interest in receiving such calls. Spam calls typically come in the form of robocalls, scam calls, telemarketers, or general nuisance calls. All of your dealership's numbers are fair game for spam callers, from the local number you've owned for 30 years to the toll-free tracking numbers on your website or Google My Business. Your numbers can be included in massive banks of numbers spam dialers take advantage of. These calls chew up your lines and waste your employees' time.

## WHY IS INBOUND SPAM SUCH AN ONGOING CHALLENGE?

Spam callers are becoming more and more sophisticated in their techniques to get you to pick up the phone. An example of such a technique is "spoofing," which makes it seem as though spam calls are coming from a trusted, legitimate source (such as a local phone number). Until frameworks such as **STIR/SHAKEN** are in place, spoofing will continue to be an uphill battle. Moreover, the minute your receptionist answers the phone and says "Hello?" your dealership's number is verified to spammers as a legitimate number. Even if you don't fall for a scam, spammers will note that your number is a verified, active number and the potential victim of future spam calls.



### WHY DOES IT SEEM LIKE INBOUND SPAM IS INCREASING?

If you feel like spam calls are increasing, you're right. According to [Truecaller's yearly US Scam and Spam Report](#), in 2020, 56 million Americans received spam calls, which is a 17% increase from 2019 statistics. Truecaller also estimates that the average American received 28.4 spam calls each month in 2020, versus 18.2 calls per month in 2019. What's worse, Americans are falling victim to more drastic financial scams. In 2019, the average reported monetary loss from a phone scam was \$244; in 2020, that average loss increased to \$351. Furthermore, in 2020, many scammers took advantage of the COVID-19 crisis to expand their reasons for calling and attempts to dupe spam victims.

### WHY IS MY DEALERSHIP RECEIVING SPAM CALLS?

As a business, your phone number is available everywhere from Google My Business and Yelp to social media and dealer ratings sites. Most likely, you *want* to have your phone number listed everywhere — it's the lifeline of your dealership. However, that means spam callers have an easy time scraping your number from online listings and adding it to a recipient list. There's unfortunately not much that can be done to prevent spam callers from getting your number. However, you *can* prevent those calls from reaching your dealership team.

2019

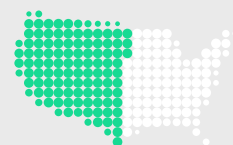
vs

2020

#### AMERICANS RECEIVING SPAM CALLS

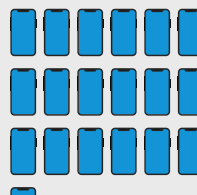


43 MILLION

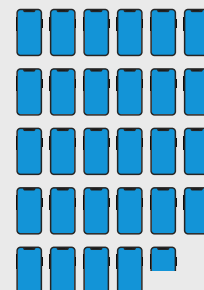


56 MILLION

#### AVG SPAM CALLS PER MONTH



18.2  
CALLS



28.4  
CALLS

#### AVG LOSSES FROM PHONE SCAMS



\$244



\$351

## HOW CAN I PREVENT

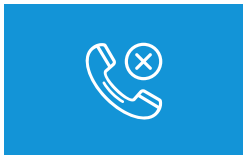
# INBOUND SPAM?



*Use a phone bridge that requires callers to make a manual selection.*

A phone bridge or IVR is the initial greeting you hear when you call a business that sounds like, “Thank you for calling ABC Dealership. Press 1 for service, 2 for sales, and 3 for parts.” Bridges have many benefits, one of which is that they block robocallers from connecting to your dealership. When a robocall reaches the bridge and a selection isn’t made, the call is unable to get through the bridge and ever reach your team. Furthermore, our studies have shown that bridges increase the number of *legitimate* callers who connect with a dealership employee who can help.





***Ensure your phone bridge has a kill call contingency.***

Once you implement a bridge, make sure you set it up to disconnect callers who don't make a selection after a certain amount of time. This prevents spam calls from looping in the system for hours (a costly issue). Car Wars sets up most phone bridges to disconnect after the greeting plays three full times without a valid selection.



***Leverage intelligent spam detection.***

Artificial intelligence has come a long way in assisting the detection and prevention of spam. By analyzing thousands of data points, Car Wars' proprietary algorithm intelligently detects spam and fraudulent calls. Furthermore, Car Wars employs machine learning on an ongoing basis to identify new fraudulent callers and add them to a blacklist.



Inbound spam is a pervasive challenge every dealership battles. While spam calls show no signs of slowing down, there are a variety of steps you can take to help detect and prevent spam calls from reaching your dealership team.



*Use a call tracking provider that thoroughly reviews your dealership's calls and filters out confirmed spam calls.*

All calls that come through Car Wars' system pass a unique combination of human and artificially intelligent review so dealers and marketers can optimize on *only* legitimate calls that present real business opportunities. This allows dealers to focus on the calls that matter to streamline operations and confidently assess phone performance by campaign, agent, location, and more.



*Ensure your call tracking provider does its part in reporting spam callers.*

Car Wars advises the FBI, FCC, and national telephone agencies on spam patterns to investigate and deter telephony violations.



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# OUTBOUND SPAM

## WHAT IS OUTBOUND SPAM?

“Spam” or “scam likely” is an approach that’s increasingly used by phone manufacturers, carriers, and third-party apps to protect consumers from “known” spam phone numbers. If a phone number is flagged as spam, the consumer will see a call ring in with a “spam” or “scam likely” denotation, or possibly have the call blocked altogether without an alert. As a dealership, this affects your business when an outbound call is placed to a current customer or potential lead and your call shows up as “scam likely” on his or her caller ID, or worse, is blocked altogether from the caller seeing that call.

## WHAT’S THE LOGIC BEHIND THE “SPAM” OR “SCAM LIKELY” DENOTATION?

The logic and experience varies from provider to provider, so there’s no perfect answer to how “scam likely” detection works. We do know extreme call volume seems to trigger numbers being listed as spam, as do consumers reporting a phone number as spam. While consumers are now more protected from actual spam, legitimate businesses making legitimate outbound calls to their customers and prospects are negatively impacted. Often, your efforts to pursue prospects or follow up with existing customers can trigger a “scam likely” message on customers’ phones. Hence, the more your dealership is

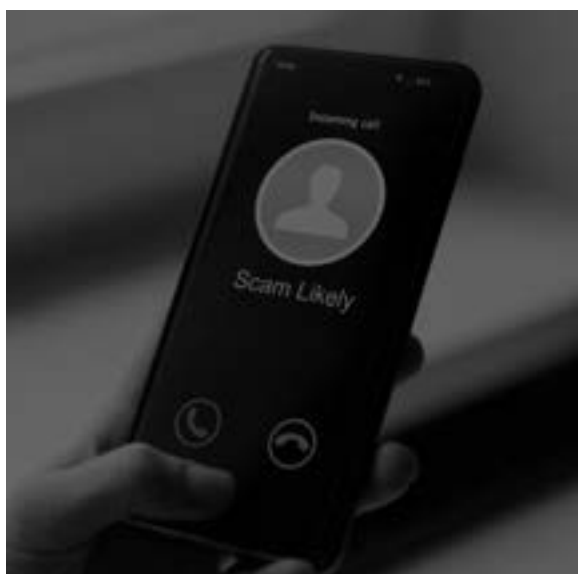


pounding the phones trying to sell cars, the more likely you are to get flagged as spam to your customers. Just like you can't stop picking up the dealership phone, you also can't stop calling your customers — it's how you stay profitable as a business.



### **WHY DOES IT SEEM LIKE “SCAM LIKELY” DENOTATIONS HAVE BECOME MORE PREVALENT?**

As spam calls continue to increase every year, there’s growing pressure on both phone carriers and government entities to curb this troublesome surge of calls. With the introduction of “scam likely,” consumers are more likely to be alerted of and protected from potential scammers. However, no good deed goes unpunished; the more strict these regulations are on flagging phone numbers, the more likely your dealership’s phone number will be incorrectly marked as spam.



### **WHAT IMPACT DOES THIS HAVE ON MY BUSINESS?**

If you received a call and the caller ID read “scam likely,” would you answer that call? Probably not. Your customers are no different — your ability to connect to callers on outbound calls will plummet if your dealership number is flagged as “scam likely.” Not only does this hurt your outbound calling metrics, but it also directly translates to lost business, poor reputation, and substandard agent phone metrics. Furthermore, when your dealership makes calls for service updates, financing questions, or other more urgent matters, you’ll have a much harder time getting in touch with your customers.

### **WHO IS AFFECTED BY OUTBOUND SPAM?**

Any dealers who really own the phone are at risk here. In fact, many legitimate businesses are negatively impacted. If you notice your phone number is showing up as “scam likely” to your customers, you can’t just call the FCC and request your number be unflagged. Instead, the best thing you can do is implement steps to avoid being flagged as spam and lessen the overall impact on your dealership. To meet these needs, Car Wars proactively implements solutions for its clients to combat outbound spam during customer outreach and keep your outbound phone processes running smoothly.



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## HOW CAN I COMBAT

# OUTBOUND SPAM?



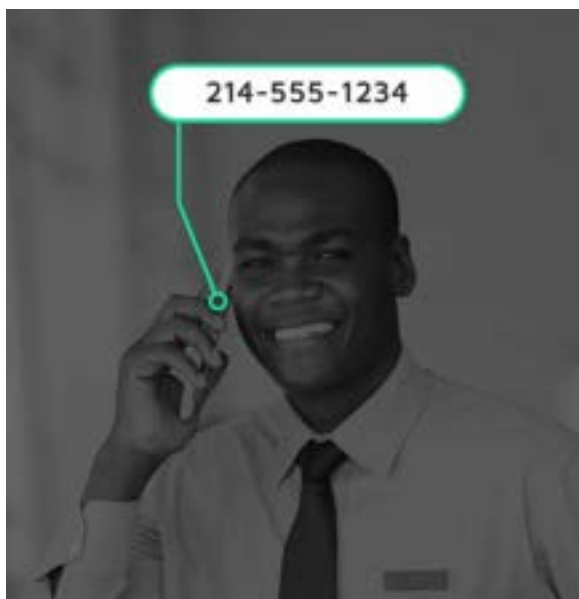
### *Refresh your outbound caller ID.*

There's a huge benefit to having a call tracking number appear as your caller ID to customers when receiving a call from your dealership. This number can be easily swapped out and refreshed with a new line frequently. Consistently updating your outbound caller ID reduces the risk of being flagged by providers for high call volume, while still allowing returned calls to be routed directly to your dealership. Car Wars offers unlimited tracking lines and refreshes to its clients.



### *Register your outbound caller IDs with designated phone carriers.*

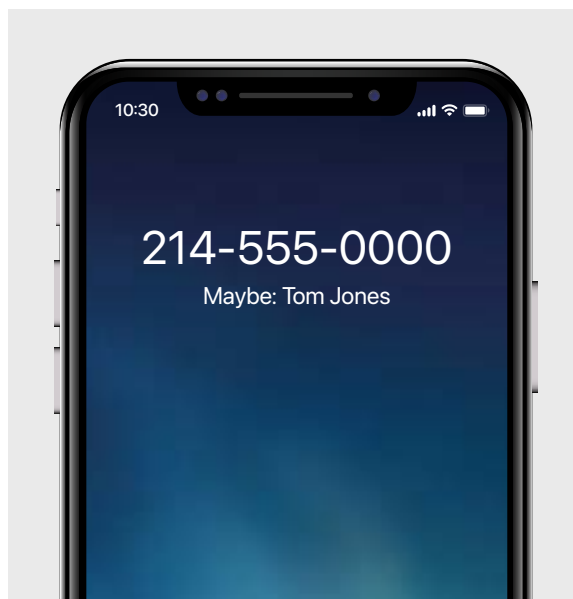
The risk of detection can be slightly reduced when your dealership's outbound caller ID numbers are registered with designated phone carriers. In doing so, your lines are registered as a legitimate business and verified as coming from the proper source. Car Wars' Support Team can register your lines with your dealership's correct information.



### *Implement unique lines for your agents.*

Using a single outbound caller ID for all of your dealership's outbound calls heightens the risk of being flagged as spam due to high daily call volume. Having an individual line for each agent allows every salesperson to have his or her unique tracked and recorded phone number to give customers which rings back directly to the agent. Essentially, this allows you to divide the current number of outbound calls made on your dealership's one and only outbound line by the number of agents you have making calls. Furthermore, text-enabled agent lines give dealers another channel of communication to customers.

Car Wars offers **Individual Agent Lines** to allow every salesperson to have his or her own unique tracking line to give customers that is tracked, recorded, and rings directly to him or her. Furthermore, these lines are all text-enabled for a seamless texting experience with leads.



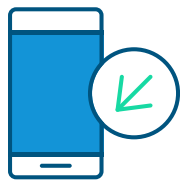
### *Add your outbound phone number in email communication.*

Include your dealership's outbound caller ID or unique agent's line in templated customer emails. Many phone operating systems will recognize the number if the agent has emailed that customer previously, and identify it with the dealership or salesperson's contact information to display on the customer's caller ID, for example: "Maybe: Tom Jones."

Outbound spam is a growing concern for many businesses that rely heavily on making outgoing phone calls. Car Wars is constantly implementing new methods to ensure that dealership's are able to seamlessly connect with their customers and reduce the likelihood of outbound calls being marked as spam.

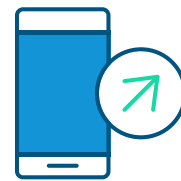
# COMBATING SPAM

## COMPREHENSIVE CHECKLIST



### INBOUND SPAM

- ☐ Use a phone bridge that requires callers to make a manual selection.
- ☐ Ensure your phone bridge has a kill call contingency to disconnect callers that don't make a selection and avoid costly loops.
- ☐ Use intelligent spam detection to identify spam as it happens and prevent future spam callers.
- ☐ Leverage a call tracking provider that thoroughly reviews your dealership's calls and filters out confirmed spam calls.
- ☐ Ensure your call tracking provider does its part in reporting spam callers to the FBI, FCC, and national telephone agencies on spam patterns to investigate and deter telephony violations.



### OUTBOUND SPAM

- ☐ Regularly refresh your outbound caller ID to reduce the risk of being flagged by providers for high call volume, while still allowing returned calls to be routed directly to your dealership.
- ☐ Register your outbound caller IDs with designated phone carriers to reduce your risk of detection.
- ☐ Implement unique, textable tracking lines for your agents to reduce a high volume of calls coming from your main dealership number.
- ☐ Add your outbound phone number in email communication to help operating systems identify the dealership or agent's name to display on the customer's caller ID, for example: *"Maybe: Tom Jones."*

A man in a suit and glasses is smiling while talking on a mobile phone. He is standing next to a car, with his hand on the door handle. The background is slightly blurred, showing a parking lot or dealership setting.

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# LEARN MORE

Car Wars knows your dealership relies on the phone to survive as a business. You can't stop answering the phone and can't stop calling customers or leads. Spam is an ongoing challenge almost every business encounters that leverages the phone, but Car Wars is here to help. If you'd like to talk further about how we're helping dealers combat incoming and outgoing spam so you can get back to connecting with your customers, give us a call at **833-482-1144** or visit [www.carwars.com/home](http://www.carwars.com/home).