

SPAM BEST PRACTICES

A QUICK CHECKLIST

Spam affects dealerships on both sides of the phone—inbound calls that tie up your lines and waste your team's time, and outbound calls that get flagged as "Scam Likely" before your customers even pick up. Here's what you can do about it.

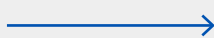


STRATEGY



WHY IT WORKS

Leave voicemails consistently, giving name and reason for calling.



Signals business legitimacy and cleanly differentiates from robocall traffic.

Rotate numbers carefully.



Avoids volume spikes that resemble "snowshoeing".

Avoid rapid redials, space out your calls to individual phone numbers.



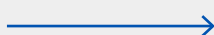
Avoids retry patterns that mimic robocall/spam tactics.

Always answer callbacks live ("Connect" score).



Tells carrier spam algorithms that this is a real business that answers phone calls.

Pre-screen for consent, DNC, and relevance.



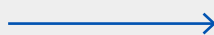
Reduces rejection rates and complaints.

Ensure carrier registration and CNAM setups are complete.



By getting your lines registered with the carriers and their "spam algorithms", you significantly increase your chance of getting through to the consumer.

Be prepared with a legitimate reason to call and a formal introduction when encountering an AI call screening tool.



Increases the chances that the AI screener will allow the call through.

Add agent line to email signatures.



Proves legitimacy and traces it back to an agent.

Ready to Fight Back Against Spam? Car Wars helps dealerships reduce spam disruptions and protect real customer calls.