Recommended Reports

The Following is a list of CAR-Research XRM reports that dealerships have found useful for managing their business along with the frequency CAR-Research recommends they be reviewed.

Not all of these reports apply to all dealerships. For example, the Interview reports only apply to dealerships that use the appropriate CAR-Research interview product (e.x. Missed Opportunity Research Interviews). The titles of those reports have been annotated.

REPORTS - SALES	FREQUENCY OF REVIEW		
	DAILY	WEEKLY	MONTHLY
Appointment Report	X	X	X
Appointment Totals Report		X	X
BDC Appointment Log	X	X	X
Call Measurement Summary*		X	X
CTI Follow-Up Log*		X	X
Dealership Summary		X	X
Desk Manager Close Outs	X	X	X
Email Results Report		X	X
Follow-Up Percentages		X	X
Internet Lead Response Time	X	X	X
Internet Lead Results By Source			X
Internet Performance Report	X	X	X
Interviews - Dealership Summary All*			X
Interviews Service-Service Analysis Service Advisor*	X	X	X
Interviews Service-Service Analysis Technician*	X	X	X
Interviews Sold*	X	X	X
Interviews Sold - Lost Sales Analysis Customer List*	X		X
Interviews Unsold*	X	X	X
Interviews Unsold-Dealership Summary*			X
Interviews Unsold-Generic Source Analysis*			X
Interviews Unsold-Sales Analysis By Team*		X	X
OTDB (Opportunity To Do Business)	X	X	X
Push To DMS Log*		X	X
Salesperson Daily Activity Report	X	X	X
Salesperson Pulse Report	X	X	X
Save A Deal Report	X		
Save A Deal Updates	X		
Showroom Control Log	X	X	X
Showroom Control Log-Scanned		X	X
Source Analysis Report-Generic			X

* These reports require additional services such as Missed Opportunity Research Interviews, DMS Integration, and The Computer Telephony Interface (CTI). If your dealership is not using these products, please contact your CAR-Research Account Manager or iCare Agent for more information.