

CALL HUB · YOUR DEALERSHIP'S PHONE SYSTEM

Every call. On the record.

A cloud phone system built into the motorsales.ai CRM your team already uses. Answer in the browser, see who's calling, and every call writes itself onto the customer's record.

Call transfer

Call recording

AI transcripts

Set up for you

INCOMING CALL · SALES

ILLUSTRATIVE



Priya M.

+44 7700 900123 · Existing enquiry

Vehicle

MS22 TMH 2021 VW Golf GTD

Stage

Finance application open

Last contact

WhatsApp, 2 days ago

Answer

Open record

THE GAP

Every channel in one inbox. Except the phone.

Enquiry Hub already pulls AutoTrader, Facebook, your website, WhatsApp, email and SMS into one place. Your team works one screen, and every message is tracked.

The phone has always sat outside it. Calls happen, deals move, promises get made, and none of it reaches the record.

The most important conversations you have are the ones nobody writes down.

IN YOUR INBOX TODAY

● AutoTrader

● Facebook

● Your website

● WhatsApp

● Email

● SMS

OUTSIDE IT

● The phone

Stop chasing call notes. Start closing deals.

A complete cloud phone system that runs inside motorsales.ai. Your team answers in the browser, the CRM already knows who's calling, and every call writes itself onto the customer's record.

01

In the browser

No handsets, no phone system to install, no second login. If your team can open the CRM, they can take calls, at the desk, on a laptop or at home.

02

In the CRM

Calls arrive with the customer's record already open and leave a written activity behind. One system, one history, one version of events.

03

In the numbers

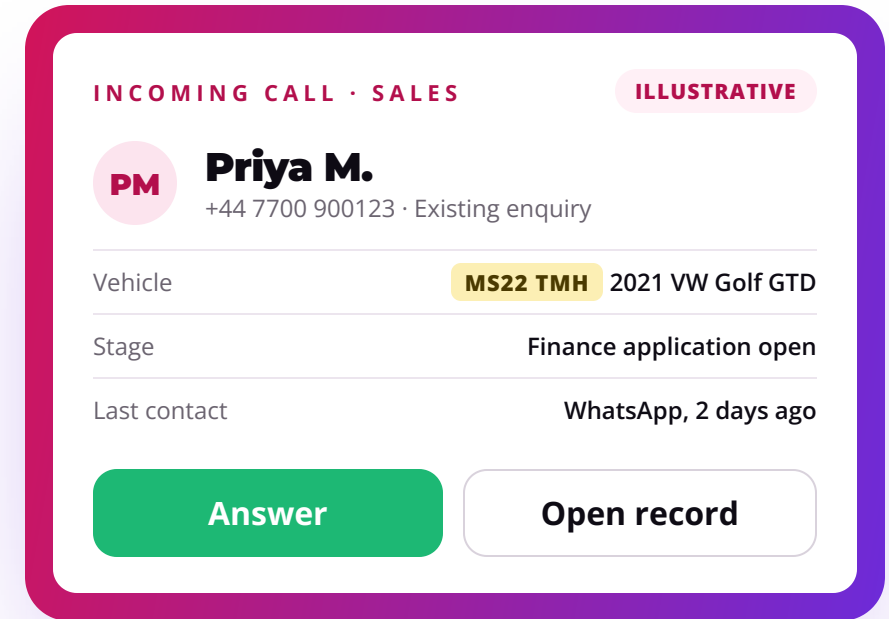
Who answered, how fast, how long and what happened next. Your busiest channel finally measured alongside every other one.

INBOUND

The phone rings. The record opens.

Your team starts the conversation where the last one finished, not with "can I take your name?"

- ✓ **Caller identified instantly**
Matched against your leads, customers and finance applications.
- ✓ **Their enquiry on screen**
The vehicle they asked about and where the deal has got to.
- ✓ **Straight to the right person**
Sales, service or parts, routed before it rings.
- ✓ **Nobody repeats themselves**
The fastest way to sound like a dealership with its act together.



Screens show the motorsales.ai platform with demonstration data.

OUTBOUND

Every number in your CRM. One click to call.

No dialling, no misread digits, no reaching for a handset. Your team calls from wherever they are in the system, and the call is logged before they put the phone down.

WHERE YOUR TEAM CALLS FROM

Anywhere a number appears

The customer record, the enquiry, the chat thread, the deal and the finance application. Mobile and landline alike, one click each.

WHAT THE CUSTOMER SEES

Your dealership's number

Every outbound call shows a number you own, so customers recognise you and call the right place back.

WHAT YOU GET BACK

A logged conversation

Time, duration, outcome and notes land on the customer's record automatically, even when your team forgets to write them.

THE RECORD

Nothing written twice. The call logs itself.

Every call posts itself onto the customer's activity feed: who took it, how long it ran and what was agreed. Notes are typed once, in the wrap-up.

- ✓ **One card per call**
On the customer or the finance application.
- ✓ **Notes written once**
Wrap-up notes and outcomes go straight onto the record.
- ✓ **Nothing lost when someone's off**
The next person picks up the full history.
- ✓ **A complete audit trail**
What was said, and when it was said.

ACTIVITY · INCOMING CALL

ILLUSTRATIVE

Incoming call from +44 7700 900123

Answered by Tom H. at 14:32 · 4m 12s

Notes: Customer wants a part-ex valuation on the Golf before committing.

Call type	Callback requested
Talk time	4m 12s
Agent	Tom H.
Number	+44 7700 900123

Screens show the motorsales.ai platform with demonstration data.

NOW LIVE IN CALL HUB

Three new features.

Every call, fully covered.

Call transfer, call recording and AI transcripts are live for every dealership on Call Hub. No migration, no new system, no extra setup.

01 • Live

Call transfer

Pass a live caller to the right person without asking them to ring back.

02 • Live

Call recording

Every conversation kept on the customer record, with access and retention you control.

03 • Live

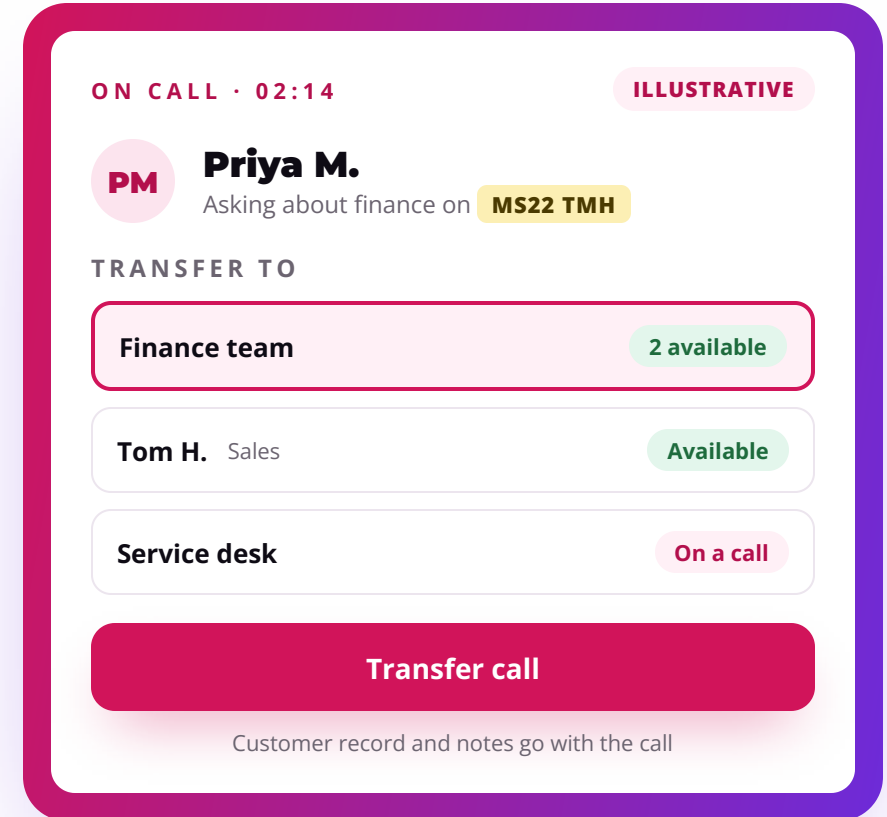
AI transcripts

Every call written out word for word, searchable and attached to the record.

Right caller. Right person. First time.

Pass a live caller to a colleague, a department or the sales floor in a couple of clicks. The single thing a receptionist always reaches for, now built in.

- ✓ **No more "can you ring back?"**
The caller stays on the line and reaches someone who can help.
- ✓ **See who's free before you pass it on**
Departments and colleagues with live availability.
- ✓ **The record travels with the call**
Whoever picks up sees the customer, the car and the notes.
- ✓ **Every hand-off logged**
Who transferred, to whom and when, on the activity feed.



Screens show the motorsales.ai platform with demonstration data.

Every call kept. Nothing left to memory.

Recordings land on the customer record next to the enquiry, the WhatsApp thread and the finance application. Play it back in one click.

- ✓ **One click to play back**
On the customer record, next to every other conversation.
- ✓ **Train on real conversations**
Share your best calls with the team and coach from the rest.
- ✓ **Settle disputes fast**
Hear exactly what was said, not two different memories of it.
- ✓ **Access and retention you control**
Choose who can listen and how long recordings are kept.

ACTIVITY · RECORDED CALL

ILLUSTRATIVE

Outbound call to Priya M.

Tom H. · Tue 14:32 · 6m 48s

2:51 / 6:48

Linked to	Enquiry · Finance application
Access	Managers and assigned agent
Retention	Set by your dealership

Screens show the motorsales.ai platform with demonstration data. Your dealership remains responsible for telling callers when calls are recorded.

Every word. Written down for you.

Each call is transcribed automatically and attached to the record. Read a ten-minute call in thirty seconds, or search for the moment that matters.

- ✓ **Read it, don't replay it**
Skim a whole call in seconds, with speakers and timestamps.
- ✓ **Search every word**
Find the call where a price, a part-ex or a promise came up.
- ✓ **Nothing lost in the handover**
The next person reads exactly what the customer said.
- ✓ **Evidence when you need it**
A written record for complaints, audits and Consumer Duty reviews.

AI TRANSCRIPT · 6M 48S

ILLUSTRATIVE

Q part exchange 2 matches

0:04 **TOM H.**
Hi Priya, it's Tom from the dealership. You asked about the Golf?

0:11 **PRIYA M.**
Yes. Is it still available, and would you take my Focus in part exchange?

0:19 **TOM H.**
It is. I'll get a part exchange valuation on the Focus and send monthly figures today.

0:31 **PRIYA M.**
Great. Saturday morning works for a test drive.

Attached to the customer record · searchable

Screens show the motorsales.ai platform with demonstration data.

WHY IT MATTERS

Better calls. Better-run dealership.

Together, transfer, recording and transcripts turn the phone from the channel you know least about into the one you can prove, coach and improve.

Sales

Fewer lost callers

No "can you ring back?" Hot buyers reach the right person while they're still keen.

Coaching

Train on real calls

Use your best closers' calls as the playbook, and spot where others need help.

Disputes

Settle it in seconds

"I was promised..." answered with the recording and transcript, not two memories.

Compliance

Evidence on file

A clear record of what customers were told, ready for complaints and Consumer Duty reviews.

ROUTING

No enquiry waits. No missed call disappears.

1

Ring the right department

Separate numbers and ring groups for sales, service and parts, so the call lands with people who can actually help.

2

Your best closers first

Set the order your team is offered calls. Your strongest people get first refusal, and the floor picks up the rest.

3

Missed calls become tasks

Every unanswered call raises a CRM task with number, time and customer attached, so somebody owns the callback.

82%

of car buyers expect a reply in under 10 minutes. The phone is where they expect it immediately, and the one channel where a missed attempt has always been invisible.

OUT OF HOURS

After six. No lead waits.

Your opening hours and holidays are set once. Outside them, callers get a proper greeting and you get the enquiry waiting in the morning.



Hours and holidays per department

Set once, then left alone.



Greetings in your own words

Recorded or written, never a ringing phone.



Voicemail transcribed

Attached to the enquiry, readable at a glance.



Callbacks queued

Captured overnight and waiting in the morning.

VOICEMAIL • 18:47

ILLUSTRATIVE

DR

New voicemail • Sales

+44 7700 900456 • 41 seconds • transcribed

"Hi, I saw the black Golf on your website. Is it still available, and would you take my Focus in part exchange? Give me a ring tomorrow."

Call back

Assign

FOR THE DEALER PRINCIPAL

Response time.

A number you can manage.

You already measure enquiries, conversions and finance penetration. Call Hub brings the phone into the same picture, so the busiest part of your day stops being the part you know least about.

Live

Wallboard

Who's available, who's on a call and what's waiting. See the floor without walking it.

History

Every call, searchable

Inbound and outbound, answered and missed, with customer, agent and outcome attached.

People

Per-agent performance

Calls handled, talk time, missed and returned. Know who to coach and who to learn from.

Export

Your data, on demand

Download it all as a spreadsheet for pay reviews, audits or your own analysis.

ONE PLATFORM

One login. One record. One team behind it.

Call Hub isn't another system to run alongside the others. It's a hub in the platform your dealership already uses, and like the rest of it, it's set up for you.

Call Hub

Keep calls with the customer journey.

Enquiry Hub

Every lead in one inbox.

Lending Hub

Quote PCP or HP, track to payout.

Storefront Hub

A dealership website built to convert.

Inventory Hub

Stock and back-office work together.

Appraisal Hub

Part-ex valuations in one place.

Agent Hub

Routine work on autopilot.

AI Engage

Reply instantly, keep enquiries warm.

You're never on your own

Every dealership on the platform is backed by a dedicated success team. Setup, numbers and configuration are handled for you.



CALL HUB

Bring the phone in. **We do the setup.**

See Call Hub running inside your own CRM, with your numbers, your departments and your team.

[Book a 15-minute demo](#)

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