Salespeople simply don't have time to reach out to every lead that comes in or to follow up with leads that do not respond to the first or second attempt. By adding an Intelligent Virtual Assistant to a sales team, no lead ever goes untouched, and every lead is engaged in a prompt, professional, and persistent manner. With the Conversica AI Sales Assistant following up, leads often respond after five, six, or even seven attempts - salespeople would rarely have the ability or time to touch every lead with that type of frequency.

Built on a proven intelligent automation platform integrating natural language processing, natural language generation, autonomous chains and deep learning capabilities, Conversica's AI Assistants engage in natural, two-way conversations – now in six languages. They are so adept at conversing back and forth most people mistake AI Assistants for real people. Conversica's goal is to help dealers scale and repeat outreach to their customers for the whole lifecycle of the customer – combining the power of AI Sales Assistant and AI Service Assistant and including all features on one dynamic dashboard. Conversica now provides the dealer with an end-to-end customer retention and management solution.

The Problem:

Over time, most seasoned sales agents will only dedicate the time to send a couple emails and make a few calls to a consumer before moving on. Not surprisingly, good opportunities get dropped because there are too many leads and not enough staff and disciplined pro-cess. With most automated emails – the content actually ends up in the spam folder. The customer thinks the dealer doesn't care about them, and the dealer thinks the customer isn't interested because the customer has not emailed back.

How It Works:

Conversica starts engaging internet leads within minutes of their receipt and continues to engage and nurture them until the lead is converted into an opportunity or the lead drops out – which could be in one day, a few months, or even a year. As a virtual team member, Conversica's Automotive Sales AI Assistant helps augment the

AI-powered software that serves as a virtual team member and engages contacts, prospects, customers, or partners in human-like, 2-way email and SMS interactions at scale.

• • • • • • •

"Right away, within the first couple of hours of implementing Conversica, the level of lead engagement was like night and day."

William Goulette
Corporate BDC Director
Boch Automotive

conversica
www.conversica.com

"AI Assistants are helping more dealerships close new customers and retain them through their lifetime. The sky is the limit for AI working hand-in-hand with humans to dramatically boost the customer experience in the auto industry."

Micah Burgess
VP of Sales
Conversica

dealership's sales team by contacting every prospective buyer with a human touch via two-way email or SMS text messaging.

She interprets responses from prospective buyers and alerts a salesperson the minute 'interest' changes to 'intent.' She follows up to make sure the customer has been helped and is satisfied. Integrating all her data and interactions seamlessly with any DMS or CRM, the AI Assistant can use uploaded lists to work leads other than inbound requests. Lead follow-up is documented with the responses and details of every conversation.

The AI Sales Assistant prioritizes all leads so the sales staff can be more effective. This in-depth outreach and follow-up process increases the number of leads each salesperson can manage. It also significantly improves the quality of leads assigned to sales reps so they can focus on selling and closing buyers instead of chasing leads. In many cases, the AI has created a two-way conversation where the salesperson has not been successful.

Conversica AI as a Lead Conversion Tool. Conversica's AI Sales Assistant can handle thousands of leads at one time; contacting and qualifying leads with two-way conversations. Additionally, she can mine stale leads for new sales opportunities, cross-sell, and upsell to past customers. Conversica tracks the number of assisted appointments and sales as well as gross profits that can be attributed to the AI's outreach efforts. In this Overview, the AI has collected 1,142 customer phone numbers that the dealer did not have (see red circle).
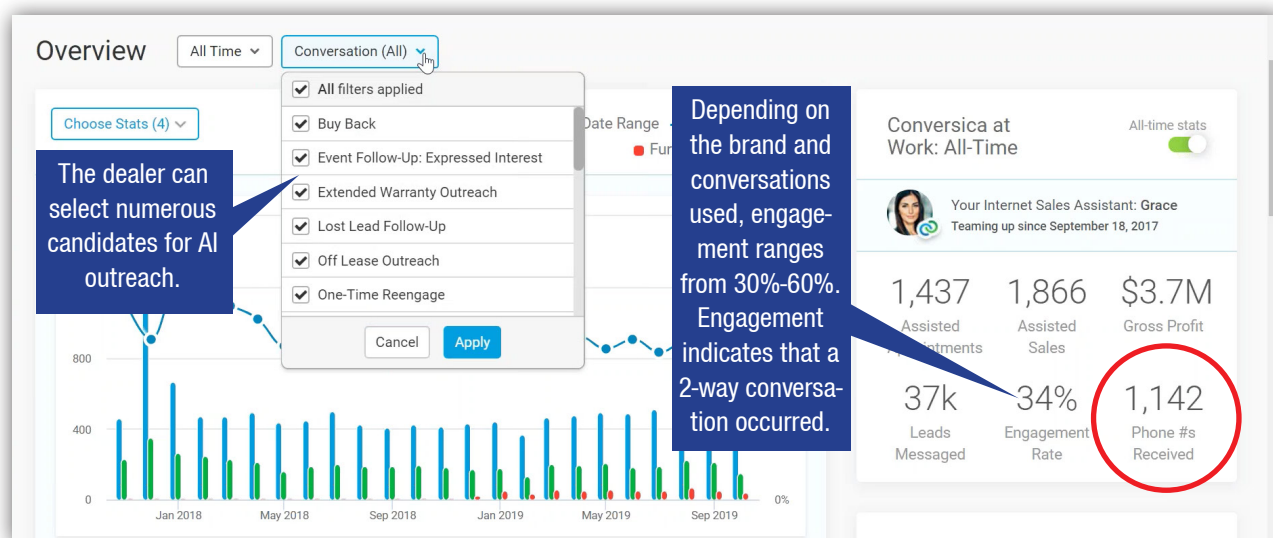
Examples of AI outreach campaigns include:

> *Buyback* – a CRM report of customers that may own a high demand Toyota Camry so the AI can pursue those customers to buy that inventory and to try to sell them a new car

> *Event Follow-Up* – a customer expressed interest at the event, and the AI works to create a lower funnel opportunity

F&I Conversations – a customer bought a new car but didn't buy a service contract
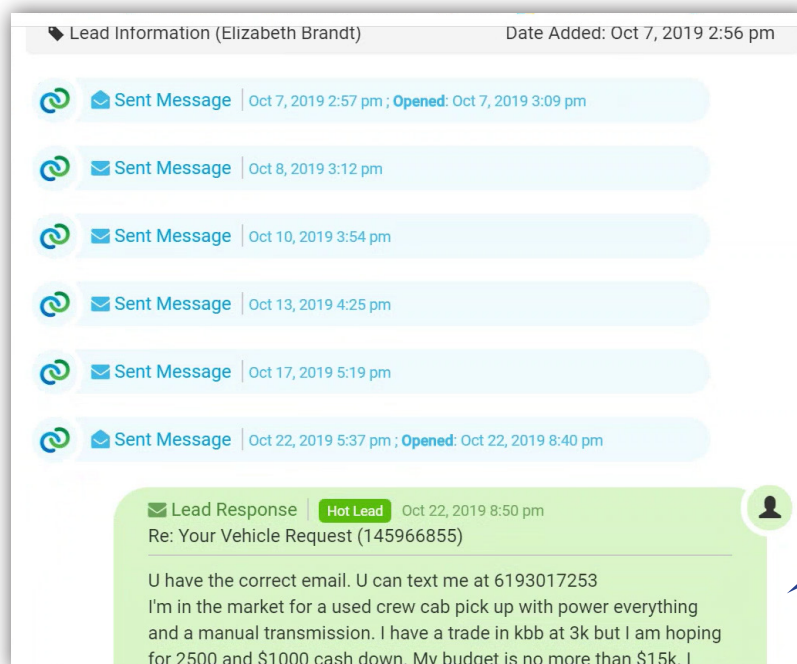
Off Lease Contract or Lost Lead Follow-up

One-time Reengage – when a new dealer signs up, Conversica's AI will attempt to re-engage the last six months of lost customers. Historically, that campaign delivers about a 2% sell rate.

Phone and Chat Follow-ups. With certain CRMs, Conversica's AI has the ability to follow up on phone-in traffic as long as an email address was gathered. Additionally, when a chat ends, it becomes a lead on the CRM, and the Sales AI Assistant can follow up on that chat to make sure the customer got their questions answered; bringing them further on their buying journey. The AI is intelligent enough to interpret conversations – perhaps the caller wants to sell their vehicle to the dealer. She automatically creates her own content around the lead source and the objective.

Manual Upload Tool. NEW. Conversica now has the ability to upload CSV files of any segment of prospects or customers the dealer wants to contact; maybe the OEM sent the dealer a list of expiring leases or a list was generated at a tent sale. This new feature takes advantage of these sales opportunities in addition to handling inbound demand.

Connectivity. Compared to typical dealership CRM mail services, Conversica has a high email deliverability rate which is tracked through the 'open' rate. The AI's messages don't contain links or graphics and the AI has learned which words trigger the spam folder and avoids those. In the example shown below, the customer had said it was ok to text them. The AI reads the whole message, understands the sentiment of that customer, and can immediately send a notification to the salesperson that there is a Hot Lead, attaching the text and contact information. Details from the AI conversation prepares the dealer's sales team to engage a hot lead when, where, and how the person prefers.

🏷 Lead Information (Elizabeth Brandt)   Date Added: Oct 7, 2019 2:56 pm

✉ Sent Message | Oct 7, 2019 2:57 pm ; **Opened:** Oct 7, 2019 3:09 pm

✉ Sent Message | Oct 8, 2019 3:12 pm

✉ Sent Message | Oct 10, 2019 3:54 pm

✉ Sent Message | Oct 13, 2019 4:25 pm

✉ Sent Message | Oct 17, 2019 5:19 pm

✉ Sent Message | Oct 22, 2019 5:37 pm ; **Opened:** Oct 22, 2019 8:40 pm

✉ Lead Response | **Hot Lead** Oct 22, 2019 8:50 pm
Re: Your Vehicle Request (145966855)

U have the correct email. U can text me at 6193017253
I'm in the market for a used crew cab pick up with power everything
and a manual transmission. I have a trade in kbb at 3k but I am hoping
for 2500 and $1000 cash down. My budget is no more than $15k. I

It took 6 outbound messages and 15 days to get a response. In most cases, the salesperson would have given up, however, the AI has now collected all of the information the salesperson needs to reach out immediately with a relevant offer and conversation.

Thank you
Jason

⟳ › AI View ⓘ   › AI Feedback

ⓘ Notifications ❶

⟳ ✉ Sent Message | Oct 21, 2019 8:31 am

⟳ ✉ Sent Message | Oct 22, 2019 8:27 pm ; **Opened**: Oct 22, 2019 8:31 pm
Good evening Jason,

I just wanted to follow up and make sure someone was in touch with
you and you received all the information you asked for.

Were you able to get everything you needed?

Have a good evening,

Grace
Internet Sales Assistant | Mossy Toyota
858-581-7945 |

Follow-up. After the conversation is handed off to the salesperson, in about 48 hours the AI will reach out to the customer with a new sequence called Follow up. *I wanted to follow up and make sure someone was in touch with you. Were you able to get all the help you needed?* This customer responded back that no one reached out. This is a prime example of the safety net that the AI provides. Now the dealer has a new visibility into a process gap or a technology issue. The AI reads about the salesperson's lack of response, and now a notification is sent to management so they can get involved.
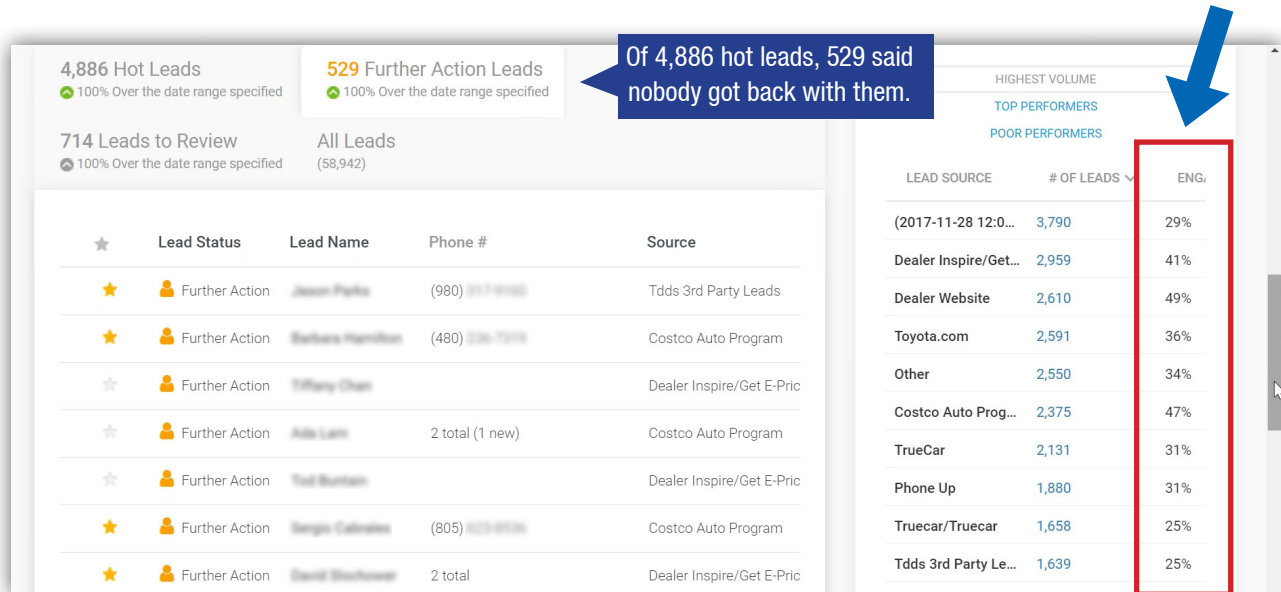
The information is pushed into the CRM so the salesperson or BDC can see what the AI is doing on their behalf. This process ensures that the AI is not stepping on any toes – the two should be working together - in sync and on the same page.

Salesperson Performance. Dealers often hear from many of their customers that they didn't get the information they asked for, or worse, they didn't hear from the salesperson. The Conversica dashboard provides great visibility of salesperson performance in real time, illustrating who is demonstrating at-risk performance.

	SALES REP	NEW HOT LEADS	TOTAL FEEDBACK	SATISFACTION %	NEW FEEDBACK AT RISK %	NEUTRAL %	SATISFIED %
	Totals	**4,886**	**1,454**	**65.8%**	**28.5%**	**16.8%**	**54.8%**
☐	Austin Nguyen	9	0	0.0%	0.0%	0.0%	0.0%
☐	Aaron Richardson	7	0	0.0%	0.0%	0.0%	0.0%
☐	Juan Lopez	12	0	0.0%	0.0%	0.0%	0.0%
☐	Anas Najem	2	0	0.0%	0.0%	0.0%	0.0%
☐	Arturo Herrera	2	0	0.0%	0.0%	0.0%	0.0%
☐	Tyler Nanny	74	9	62.5%	33.3%	11.1%	55.6%
☐	Cliff Bevels	8	0	0.0%	0.0%	0.0%	0.0%
☐	Theresa Gallo	5	0	0.0%	0.0%	0.0%	0.0%
☐	Chris Knickerbocker	83	14	50.0%	42.9%	14.3%	42.9%
☐	Dennis Park	2	0	0.0%	0.0%	0.0%	0.0%
☐	Charlie Sears (Removed Rep)	0	0	0.0%	0.0%	0.0%	0.0%

Reply as Assistant. NEW. The employee of the dealership can reply back as the AI to answer the customer's question. Dealers requested this feature because the AI has already established a relationship with the customer and felt it was better to continue that conversation.

Value of Leads. Most dealers look at leads and analyze how much they cost. Conversica has added a new layer into the calculation – engagement (see blue arrow). If low engagement numbers are documented, that lead provider may not be providing quality leads or they may not be low-funnel leads. In that case, the human sales team is wasting time chasing these leads without great results and may begin to pre-judge that provider as a poor source. Dealers may want to move money from the low engagement areas into one that has a higher percentage.

4,886 Hot Leads	529 Further Action Leads	Of 4,886 hot leads, 529 said nobody got back with them.		
100% Over the date range specified	100% Over the date range specified			
714 Leads to Review	All Leads		HIGHEST VOLUME	
100% Over the date range specified	(58,942)		TOP PERFORMERS	
			POOR PERFORMERS	

★	Lead Status	Lead Name	Phone #	Source	LEAD SOURCE	# OF LEADS ∨	ENG
★	Further Action	Jason Parks	(980)	Tdds 3rd Party Leads	(2017-11-28 12:0...	3,790	29%
★	Further Action	Barbara Hamilton	(480)	Costco Auto Program	Dealer Inspire/Get...	2,959	41%
☆	Further Action	Tiffany Chan		Dealer Inspire/Get E-Pric	Dealer Website	2,610	49%
☆	Further Action	Ada Lam	2 total (1 new)	Costco Auto Program	Toyota.com	2,591	36%
☆	Further Action	Tod Buntain		Dealer Inspire/Get E-Pric	Other	2,550	34%
★	Further Action	Sergio Cabrales	(805)	Costco Auto Program	Costco Auto Prog...	2,375	47%
★	Further Action	David Blochower	2 total	Dealer Inspire/Get E-Pric	TrueCar	2,131	31%
					Phone Up	1,880	31%
					Truecar/Truecar	1,658	25%
					Tdds 3rd Party Le...	1,639	25%

If dealers are buying leads from Autotrader.com, Cars.com, Dealix, and other aggregators, Conversica increases ROI by closing the gap between traditional automation tools and one-to-one sales calls. Conversica hands over hot leads at the instant the customer indicates they are ready to buy.

Reporting. Conversica provides online access to metrics and trends about conversion rates, open rates, and sales. Custom reports can be filtered and grouped by multiple criteria through interactive graphs and tables that can be exported into third-party tools.

Subscription, Implementation, and Ongoing Management. Conversica is a cloud-based application which requires no onsite installation and can be implemented in hours. This subscription service can be used as a standalone or integrated with any Dealership Management System (DMS) or CRM application. Conversica AI Assistants come with many built-in conversation types or can be customized to meet the dealership's unique needs with Conversica's Conversation Editor. Conversica's engineering and data science teams make sure that all conversations perform well.

What do dealers say about Conversica Sales AI Assistant?

"How leads freely talk to and engage with Anna is remarkable. Our customers really like her. They are more open and willing to engage with her."

Joe Pierce
General Manager
Beck and Masten Buick GMC

"It creates incentives for sales people because they get to focus on hot, qualified leads. We're taking new sales people who haven't sold cars and now they're among our top sellers."

Greg Jones
General Manager
Stivers Ford Mercury