

Salespeople and service advisors simply don't have time to reach out to every sales opportunity and lead or to follow up with existing customers consistently in a personalized way. By adding Conversica's Intelligent Virtual Assistant to a service team, no lead or customer ever goes untouched. Every customer is engaged in a prompt, professional, and persistent manner at the most optimal time throughout their customer journey.

Conversica's AI Assistants engage in natural, two-way conversations with leads, prospects, and customers autonomously. In fact, they are so adept at conversing back and forth most people mistake AI Assistants for real people. They help dealers grow customer lifetime value by reaching out to clients consistently to strengthen the relationship over the long-term in a highly personalized and persistent manner. Customers, in return, value the immediate and personal touch that AI Assistants provide when they initiate contact. Engaging service customers, and keeping them engaged, is critical to a dealership's revenue and the ability to retain customer loyalty through to the next buying cycle.

The Problem:

Many service departments have tens of thousands of clients in their database and can't scale their outreach and follow up. Marketing is often fragmented and inconsistent. Many use discounts to try to lure customers in but discounts are irrelevant to what the customer actually needs. Traditional fixed ops marketing puts the onus on the customer to understand their own service needs and then reach out to the service department in a timely manner.

How It Works:

The Conversica Automotive Service AI Assistant is software that automatically initiates engagement, follows up, and nurtures the dealer's customers to maximize automotive service opportunities. AI is changing fixed ops; identifying the optimal time in the customer's journey to engage them for a particular service. They autonomously engage through two-way email with every client persistently and politely until they respond or opt out. The AI has unlimited scale to be able to touch every contact in a dealer's DMS using pre-built conversations that are proven and immediately ready to deploy.

Fixed Operations

Automotive Service AI Assistant

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



"Customers call the store and ask for Emma (Conversica AI Assistant); she's my least expensive and best employee. but she's very efficient, sending out dozens of emails every day and responding to their answers."

Tracey Hudson
BDC Manager
Allen Samuels Chevrolet
Buick GMC



conversica

www.Conversica.com

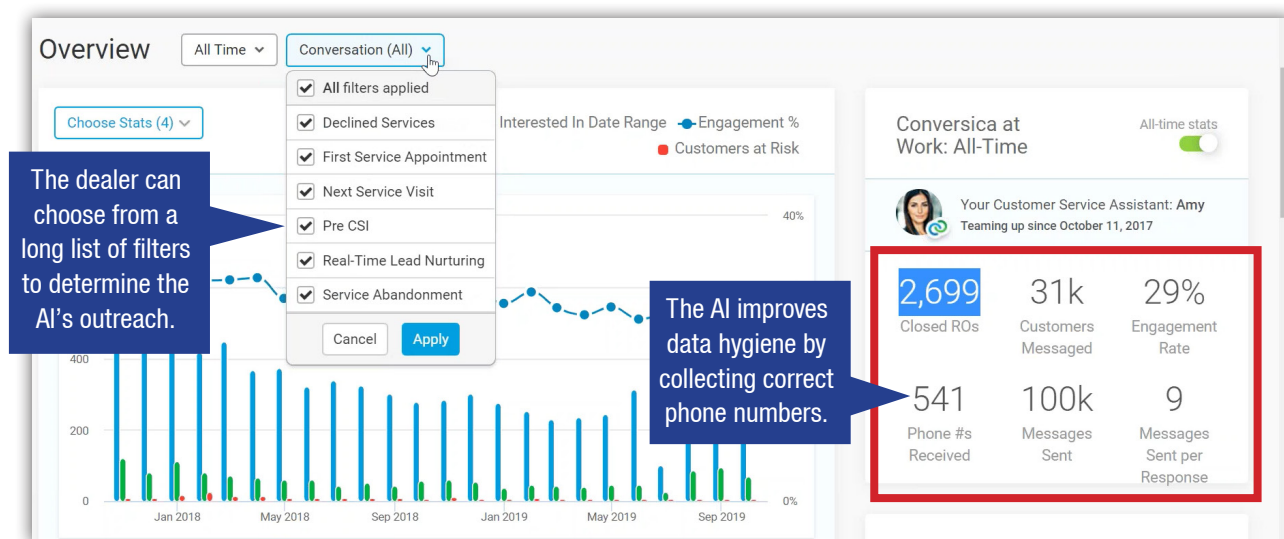
"We can scale personal messages at the right time and send as many as needed to reengage a customer. It's mind-blowing to achieve a 25-35% engagement rate without the dealership offering discounts or coupons."

John Ruble
VP, Strategic Partnerships Retail
Conversica

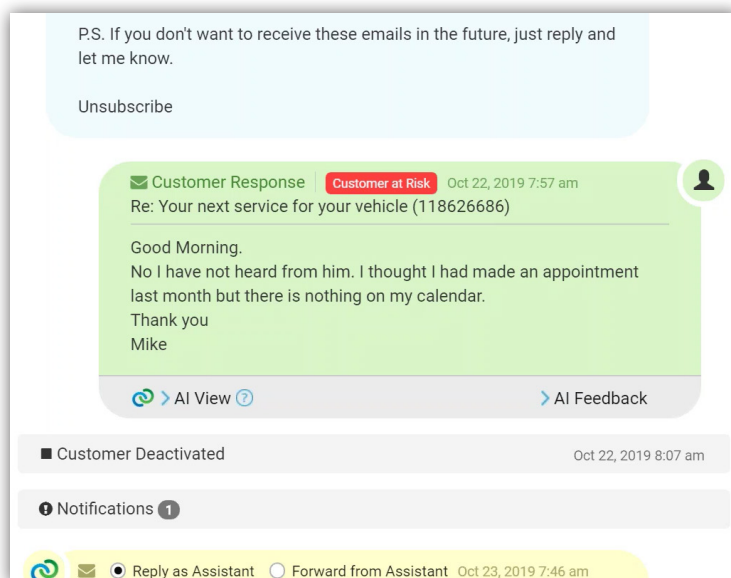
The AI-powered assistant provides a service scheduler and encourages the customer to self-schedule, if possible, but also delivers leads to the service staff when human interaction is required. After a lead has been handed over, the Service AI Assistant will follow up with the customer to make sure they received a response and the information they needed from the service team.

The Value Proposition. The Service AI Assistant creates opportunities to drive more revenue from each service customer throughout their ownership cycle. She can achieve higher customer engagement rates over traditional marketing methods, such as direct mail and mass email campaigns, by engaging in two-way conversations and answering the customer's questions. Customer retention is increased through an improved customer experience - personal and timely outreach makes the customer feel valued. The Service AI Assistant takes the outreach burden off the service team so they can work more efficiently and focus on providing service, rather than chasing leads or customers.

Lead Generation for the Service Drive. The Service AI Assistant data mines the DMS and analyzes each customer to determine their lifecycle trigger points. She sends each customer a relevant service message at the right time in the vehicle's lifecycle to help facilitate setting the service appointment, for example: reaching out to new car buyers to make their first service appointment, engaging customers who have been in for service but have not returned, following up with customers who declined a recommended service, and reminding customers about their next recommended service visit. The Service AI Assistant also engages leads in real time as they come in through the website service tab.



In two years, this dealer's Service AI Assistant has messaged 31,000 customers in their DMS. Out of that 31,000, the AI has engaged 29% of them. (see red box above). This engagement is occurring without offering discounts, which can actually improve the effective labor rate in the store. The customer finds more satisfaction in the personal attention and the convenience of the AI's outreach than having discounts. It took the AI 100,000 outbound attempts and an average 9 messages per response to engage those 31,000 customers. Conversica reports that customers rarely opt out, and they often apologize for not responding more quickly.



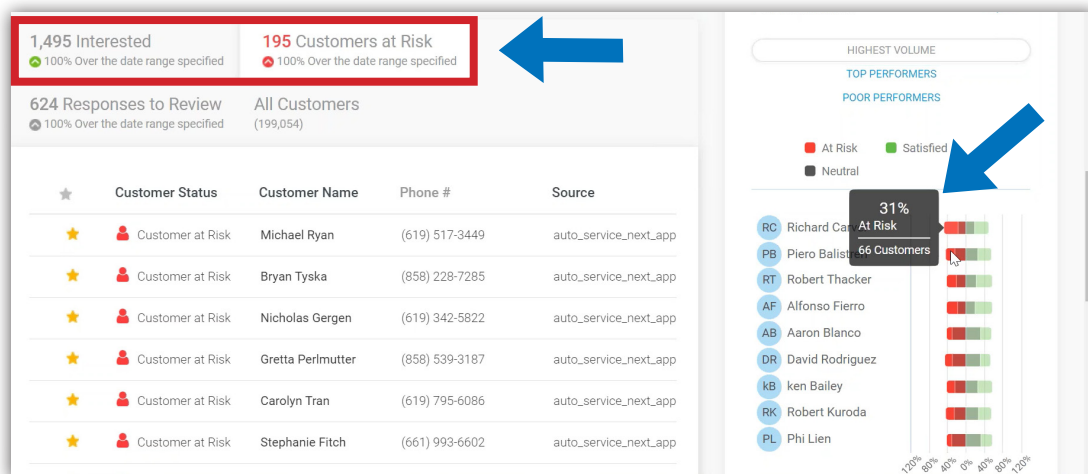
The Value Proposition. The Service AI Assistant can tackle difficult customer categories with success: Service Abandonment – those customers approaching the 12-month mark who have not been in and will probably defect. Declined Services – when the service advisor uses a declined op code, the AI will reach out to encourage the customer to have their service work done. Factory Recalls – the AI can work the uploaded recall list. The dealer does not have the human resources available to do that type of large volume follow up.

If the customer says they won't be ready to service for two months, the AI will suspend communication until then and then reengage.

Attribution. The real-time overview on the dashboard evaluates and reports on how many ROs were created from the conversations that the AI had with customers. In order to be counted in the Closed ROs, the customer has to fall into one of these categories: Declined Service, First Service, Next Service, Pre-CSI, Real-time Lead Nurturing, or Service Abandonment. The AI must message that customer, and the customer has to respond back to the AI, ultimately scheduling, and showing up for an appointment within 30 days. The company reports the average ROI is 17:1, which is outstanding.

Appointment Follow-up. When a customer leaves the dealership after servicing, the AI will reach out to make sure that the appointment went well. If the customer infers that the visit did not go well, the AI will notify the service manager that there is an unhappy customer - before the factory survey goes out.

Improving Service Advisor Performance. In real time, the Service AI Assistant identifies customers at risk and provides their contact information for immediate outreach. She also analyzes the performance of each service advisor and the percentage of their customers at high risk. Poor performers can easily be filtered.



P.S. If you don't want to receive these emails in the future, just reply and let me know.

Unsubscribe

✓ Customer Response | **Customer at Risk** Oct 22, 2019 7:57 am
 Re: Your next service for your vehicle (118626686)

Good Morning.
 No I have not heard from him. I thought I had made an appointment last month but there is nothing on my calendar.
 Thank you
 Mike

AI View AI Feedback

■ Customer Deactivated

🔔 Notifications 1

🔄 📧 ☒ Reply as Assistant ☐ Forward from Assistant Oct 23, 2019 7:46 am

Once the AI hands off the lead to the service advisor, she will follow up 48 hours later. This is now a Customer at Risk because the service advisor failed to respond to the customer. The service manager is immediately alerted.

The service team may elect to 'Reply as Assistant' in order to keep continuity in the relationship which is already built.

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.

Onboarding. Conversica is a cloud-based application which requires no onsite installation and can be implemented in only hours. This subscription service can be used as a standalone or integrated with any Dealership Management System (DMS), 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 Service AI Assistant?

"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