

Conversations™ is not just a website chat tool - it's seamless technology that powers instant shopper connections to Facebook Messenger and Facebook Marketplace, Cars.com and Google ads – all from one platform. Conversations™ is flexibly built to connect today's car shoppers to the dealership from multiple platforms with A.I. technology and managed, 24/7 chat support. Inquiring customers can instantly receive detailed responses since the team can easily drag and drop inventory, videos, and brochures into a chat - all from their desktop or smartphone.

This advanced messaging platform provides the dealership more control than ever:

- **Boss Mode** allows the sales team to take over managed chats;
- **Long Running Conversations** recognizes repeat visitors and displays previous chat history to enhance the customer relationship.

The dealership team can go LIVE with video from the lot or the service drive to give that in-store experience. All the business communications can be run through Conversations™, with internal chat and transfer tools connecting sales and fixed ops teams to instantly serve customers better from one easy-to-use hub.

The Problem:

Dealers find it cumbersome and time-consuming to manage multiple social platforms which come with their own communication tools, but these shoppers are just as important as in-store consumers and their numbers are increasing. It's important for dealers to respond quickly and provide an experience just as engaging and compelling as the in-store experience.

How It Works:

Conversations™ can be customized to fit each dealership's website needs. The chat icon is designed to follow the shopper through each website page as they scroll. Not only can the shopper click on the icon to chat whenever they need help, but specific topics of bot chats are now encouraged on the VDP. Dealers can elect to use Dealer Inspire's Managed Services 24/7 or they can choose a plan that fits their needs.

Website Merchandising

Conversations

Built to connect today's car shopper with dealerships, wherever, whenever, and however they want to shop 24/7.



"The conversion rate from Conversations is just as high as any website form we have on the website."

James Kurtenbach
Marketing Director
Schomp Automotive

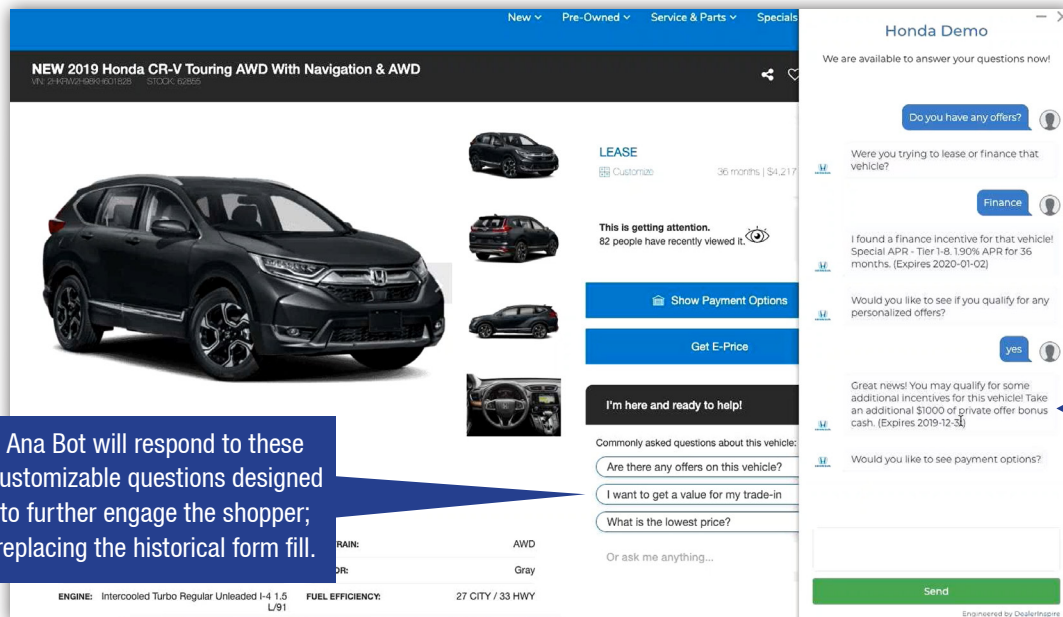


www.DealerInspire.com

"Everything we do is for dealer ROI, and that's still the motivation behind the relentless innovations our team continues to add every year to Conversations™."

Joe Chura
CEO
Dealer Inspire

24/7 Ana Bot A.I. A key component of the standard Conversations™ package, Ana Bot A.I. captures high-intent leads through a variety of time-saving functions. Ana Bot can dynamically provide directions, schedule appointments, calculate trade-in estimates, provide personalized offers, and more — all through easy, friendly chats. Ana Bot will retrieve the ePrice for a visitor, remembering any personal information that has previously been provided.

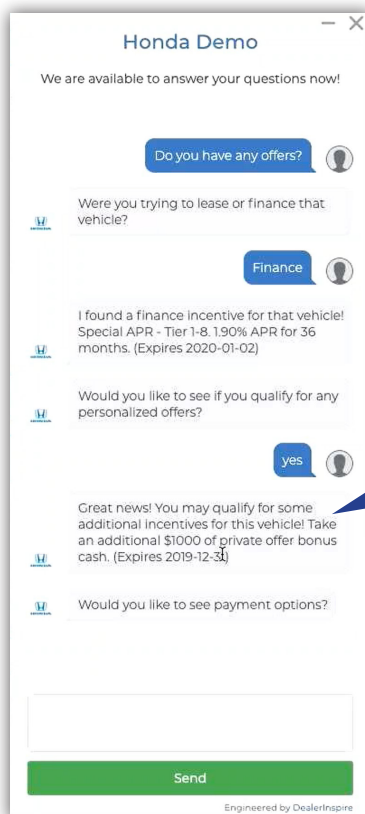


Ana Bot will respond to these customizable questions designed to further engage the shopper; replacing the historical form fill.

Ana Bot informs the shopper they are eligible for a \$1000 private offer. If they indicate they would like to see payment options, she will connect them to the online shopping tool.

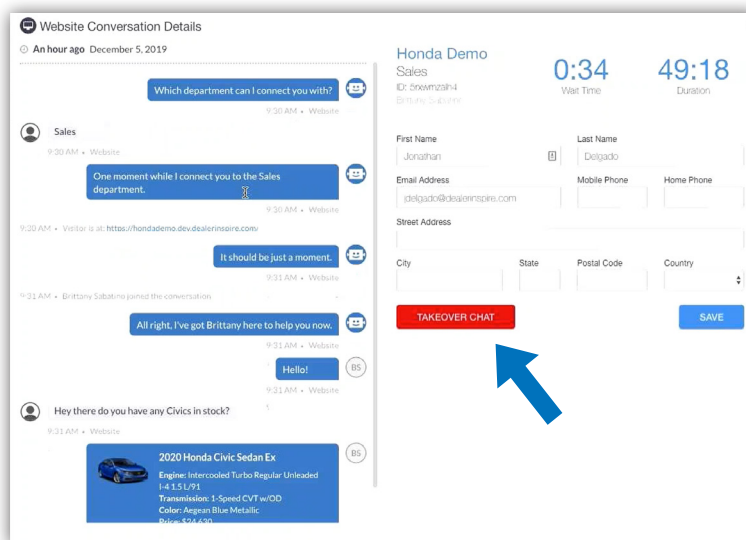
Direct Bot Flows Replace Form Fill.

NEW. Ana Bot's intelligence is replacing a dealership's standardized form fills with natural bot flow conversations. For example: *What is the lowest price I can get?* If the consumer wants more information after they receive the price, Ana Bot will deliver them into a regular chat flow. This improvement has created a 40% increase in leads, comparing form fill versus those who converse with the bot. All leads are delivered to the CRM.



Conversations has an integration with TradePending which delivers highly-reliable, local trade values. Adding the trade component is an upgrade to the basic Conversations package.

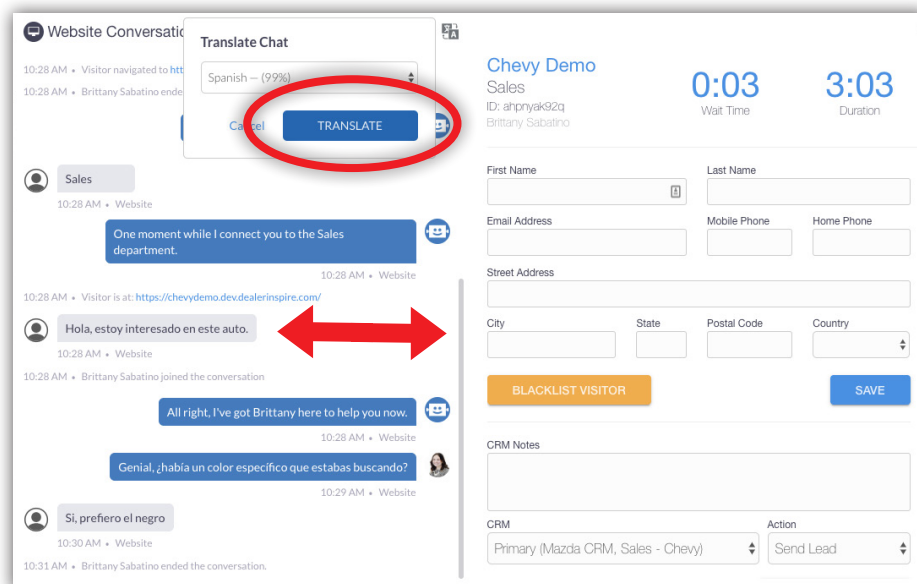
Boss Mode. Any dealer admin can see all of the chats that are going on at any time and, identifying a chat that needs intervention, they can ‘Takeover.’ This was one of the most requested features by dealer/clients. There may be an opportunity to offer the customer more specific pricing, additional trade-in dollars, or to move them to another vehicle that is a better fit.



Long-Running Conversations Feature. NEW.

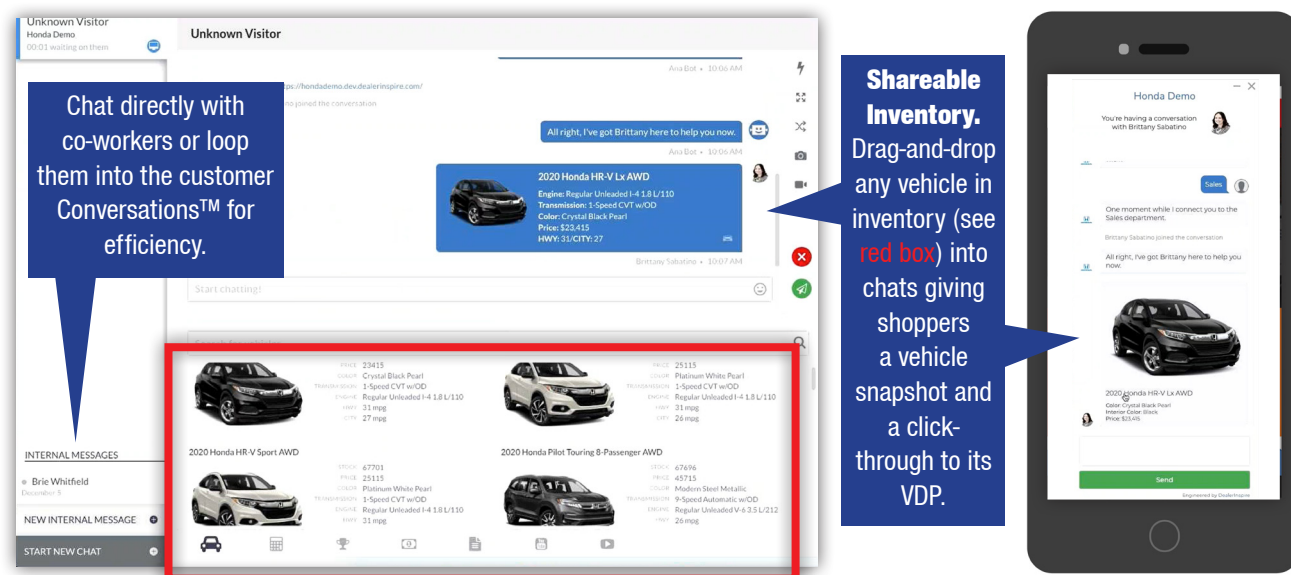
If the consumer leaves a chat and comes back – hours, days, or even weeks later – Conversations™ will match visitor data and recall all of the chat history. No need to reintroduce themselves or recreate all of the data. The sales team, for example, can see what vehicles were being discussed, if the customer was interested in finance or lease, and any trade-in information.

In-Chat Translations. NEW. Conversations™ can now detect and translate 29 languages. If a customer’s message arrives in French, but the agent or reader’s dominant language is English, they simply click the translator icon to read the message. The agent’s response will then be translated back to the customer in French. All translations happen in real time with users and agent communicating confidently in their native language.



Text Messaging. Each dealership is provided a unique SMS number for customer texting purposes that can be promoted on their website, ad campaigns, Google listings, and even print materials — and each text routes through the platform the same as any web chat. Conversations™ also has SMS Outbound Messaging, meaning the dealership team can initiate text conversations with customers at any time.

The Glovebox contains a library of drag-and-drop items which the customer can push through the chat to the consumer. In addition to the dealership's full inventory and OEM-provided brochures and videos, the Glovebox can hold dealer reviews, service coupons, seasonal letters, dealer-created videos, and much more. A toolkit in the Glovebox includes a calculator to give quick estimates and the ability to personalize any incentives.



Live Video and Recorded Video. Conversations™ enables the sales and service teams to create, send, and then save videos to their Glovebox for later use. The dealer can connect their YouTube channel for an easy drag-and-drop delivery to the customer through the chat. Employees can also connect with their customers in real-time through video conferencing to give vehicle walk-arounds or to discuss service issues.

Facebook Marketplace Integration. Millions of active daily car shoppers are using Facebook Marketplace. Dealer Inspire integrated with Facebook to display inventory ads to this massive audience and collect leads 24/7 from interested shoppers.

The Mobile App. Conversations™ comes standard with both iOS and Android mobile apps so the dealership teams can connect with customers on the sales floor, on the lot, or in the service bay.

Android Auto and Apple CarPlay. Customers can connect with the dealership through their infotainment systems when they are on the road and have a service request. These voice-activated Conversations™ route through the platform just like any normal text or chat.

What do dealers say about Conversations™?

“Dealer Inspire has approached the chat space with the right intent and developed the tools needed for dealers to be successful. We have comfort that our chats are handled with the level of quality we need when we need them - when we are not able to answer. The conversion rate from Conversations is just as high as any website form we have on the website. The highest degree of testimony I have for the platform is the organic requests for access from the staff. They see the value naturally, and I have one to two people a week come to my office and ask for credentials to the platform so they can take on chats first hand and meet the customer live with the best tools in the industry. A sales resource is able to consume just 10 minutes of training content, and they are off and running using conversational commerce on our website accelerating the point of interest to a showroom visit.”

*James Kurtenbach
Marketing Director
Schomp Automotive*