Tirelessly keep customers tied to the dealership throughout the ownership cycle

What

- The Conversica AI-powered service assistant is software that automatically follows up and nurtures your customers to maximize automotive service opportunities

How

- Uses artificial intelligence to engage potential and existing clients through two-way conversations, until they express interest or specifically opt out

- Customers can schedule a service appointment directly from SMS or email conversation, rather than calling or going to dealer website

- The AI-powered assistant hands over leads that are interested in speaking with service staff

Why

- Creates more opportunity to drive revenue and boost ROI on each service customer

- Achieves higher customer engagement rate – traditional marketing methods such as direct mail and mass email campaigns only communicate one way, putting the onus on the customer to take action

- Increases customer retention and improves customer experience through personal outreach

- Enables service team to work more efficiently and focus on providing service, rather than chasing leads

AI-driven service customer engagement software. Only from Conversica®.

The ability to engage service customers – and keep them engaged – is critical to a dealership's revenue and, even more important, its ability to retain those customers through to the next buying cycle. And that buying cycle is worth a lot more than just one or two cars: An average customer is worth $517,000 over their lifetime[1]. And while the average new car sale yielded 3.58% gross, the average service yielded 72%[2]. So it's clearly worth the effort.
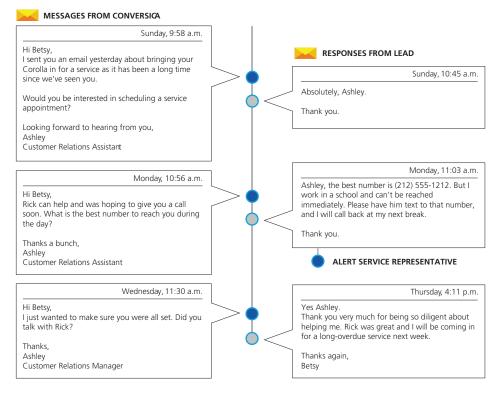
But contacting and engaging service customers takes time, effort and close monitoring, and that's just not possible for the typical service team when there are hundreds or thousands of customers to work. Not surprisingly, good opportunities get dropped. But now Artificial-Intelligence based solutions are emerging that can take over that engagement process economically and at far greater scale than is possible by the typical service staff, freeing your service people to do what they do best – provide excellent service.

The typical service advisor, assistant or Business Development Center may send a handful of emails or place a few phone calls to a potential service customer before moving on. In contrast, Conversica®'s Artificial Intelligence-based service assistant engages potential service customers in natural, two-way human conversations, and continues to engage and nurture them until they either express interest or specifically opt-out – which could be in one day, a few months or even a year. The automated assistant tirelessly keeps customers tied to the dealership throughout the ownership cycle.

With artificial intelligence for service, Conversica can also deliver valuable information about potential service customers to your service department. With details from the AI conversation, your advisors will be prepared to engage each customer when, where and how that person prefers. Best of all,

[1] Carl Sewell, *Customers for Life: How to Turn That One-Time Buyer into a Lifetime Customer*
[2] NADA December 2015 statistics

MESSAGES FROM CONVERSICA

> **Sunday, 9:58 a.m.**
>
> Hi Betsy,
> I sent you an email yesterday about bringing your Corolla in for a service as it has been a long time since we've seen you.
>
> Would you be interested in scheduling a service appointment?
>
> Looking forward to hearing from you,
> Ashley
> Customer Relations Assistant

RESPONSES FROM LEAD

> **Sunday, 10:45 a.m.**
>
> Absolutely, Ashley.
>
> Thank you.

> **Monday, 10:56 a.m.**
>
> Hi Betsy,
> Rick can help and was hoping to give you a call soon. What is the best number to reach you during the day?
>
> Thanks a bunch,
> Ashley
> Customer Relations Assistant

> **Monday, 11:03 a.m.**
>
> Ashley, the best number is (212) 555-1212. But I work in a school and can't be reached immediately. Please have him text to that number, and I will call back at my next break.
>
> Thank you.

ALERT SERVICE REPRESENTATIVE

> **Wednesday, 11:30 a.m.**
>
> Hi Betsy,
> I just wanted to make sure you were all set. Did you talk with Rick?
>
> Thanks,
> Ashley
> Customer Relations Manager

> **Thursday, 4:11 p.m.**
>
> Yes Ashley.
> Thank you very much for being so diligent about helping me. Rick was great and I will be coming in for a long-overdue service next week.
>
> Thanks again,
> Betsy

AI-driven email conversations allow you to focus your efforts on retaining customers and providing excellent service.

Conversica always engages, always responds and always ensures your service team has followed up with every customer that demonstrates interest.

If your dealership depends upon service customers for revenue and future car sales, Conversica will increase your ROI on each one. That's because the Conversica automated service assistant is always persistent, always polite, never has a bad day or gets sick, and – best of all – hands over service customers at the very time they are ready to engage so your service people can focus on providing excellent service instead of chasing dead leads.

How to use your Conversica Automated Service Assistant

Your AI-powered service assistant automatically handles different types of situations, such as:

- Engaging leads in real time as they come in through the website service tab or service scheduler
- 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 came in for a visit but declined recommended service
- Reminding customers about their next recommended service visit
- Notifying customers about factory recalls and urging they schedule an appointment
- Following up after a service visit to gauge customer satisfaction

Scales your service team

Conversica does the work of one, ten or a hundred service reps, so overnight you can grow your team to maximize follow-up. With Conversica you can ramp up your team to engage every one of your current, past or prospective service customers.

Integrates easily with your technology

Select the leads for your Automated Service Assistant in your existing DMS or CRM system. Simple rules or triggers start the AI outreach, and service reps receive alert to take action.

Subscription and Implementation

Conversica is a cloud-based, software-as-a-service application so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

For more information

See for yourself how Conversica is revolutionizing sales conversion management. To learn more call +1 (888) 778 1004, email sales@conversica.com or visit www.conversica.com to set up a product demonstration.

About Conversica

Conversica is the leader in AI-powered business conversations and the only provider of AI-driven lead engagement software for marketing and sales organizations.

The flagship Conversica® AI Sales Assistant helps companies find and secure customers more quickly and efficiently by automatically contacting, engaging, qualifying and following up with leads via natural, two-way email conversations.

Used by more than 1,200 companies worldwide, Conversica's automated assistants are built on a proven AI platform integrating natural language processing (NLP), natural language generation (NLG), and machine learning (ML) capabilities.

Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.