Tirelessly Keep Customers Tied to the Dealership Throughout the Ownership Cycle

What

- The Conversica Automotive Service AI Assistant is software that automatically follows up and nurtures your customers to maximize automotive service opportunities

Why

- Creates more opportunity to drive more revenue from each service customer throughout the ownership cycle

- Achieves higher customer engagement rates—traditional marketing methods such as direct mail and mass email campaigns only communicate one way, putting the onus on the customer to act

- Increases customer retention and improves the customer experience through personal outreach

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

How

- The Automotive Service AI Assistant uses AI to engage potential and existing clients through two-way email and SMS text conversations, until they express interest or specifically opt-out

- The Intelligent Virtual Assistant hands over leads interested in speaking with your Service staff

AI-Driven Two-Way Customer Engagement. Only from Conversica®.

Engaging service customers, and keeping them engaged, is critical to a dealership's revenue and ability to retain 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] While the average new car sale yields 3.6% gross, the average service yielded 72%.[2] So it's clearly worth the effort.

Still, contacting and engaging service customers takes time, effort and close monitoring. When there are hundreds or thousands of customers to work, even the best service team can miss good opportunities. The Conversica Automotive Service AI Assistant engages potential service customers in natural, two-way conversations, and continues to engage and nurture them until they either express interest or specifically opt-out. Whether short term or long term, the automated assistant tirelessly keeps customers tied to the dealership throughout the ownership cycle.

Best of all, Conversica always engages, responds and ensures your Service team has followed up with every customer who demonstrates interest. The Conversica Automotive Service AI Assistant hands over service customers to the moment they are conversation ready, so your Service people can focus on providing excellent service rather than chase dead leads.

How to Use Your Conversica Automotive Service AI Assistant

Your Intelligent Virtual 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 the recommended service
- Reminding customers about their next recommended service visit
- Notifying customers about factory recalls and urging them to schedule an appointment
- Following up after a service visit to gauge customer satisfaction

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

Built for Ease-of-Use with the Business User in Mind

Conversica AI Assistants are ideal for you, the business user. Conversica AI Assistants come with many conversation types already prebuilt. You can use these out of the box or customize the conversations to meet your unique needs. Conversica's Conversation Editor is a graphical user interface. It's so easy to use that it removes the need for help from a technical expert. It abstracts the underlying sophistication of the platform without compromising the power and flexibility of what it can accomplish. Our engineering and data science teams make sure that the conversations will perform so that you can focus completely on the purpose of each conversation you decide to deploy.

Skills to Support Your Service Efforts from Day One

The Conversica Automotive Service AI Assistant has many different skills. Skills drive the types of conversations the Intelligent Virtual Assistant can have with a lead. Skills are groupings of conversations of similar type and with similar goals. Your Automotive Service AI Assistant has the following skills:
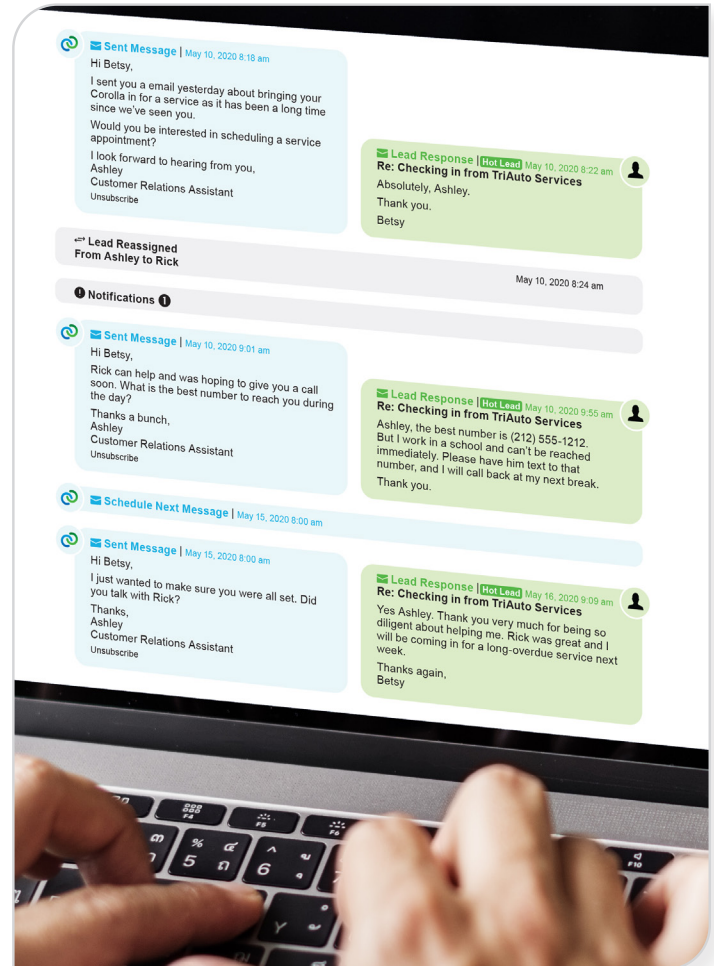
- ENGAGE Auto Service Demand
- ONBOARD New Auto Customers
- REPEAT SERVICE Outreach
- RECOVER Lapsed Service Customers
- UPSELL & CROSS-SELL Auto Customers
- COLLECT Auto Service Feedback
- ACQUIRE New Service Customers

Subscription, Implementation and Ongoing Management

Conversica is a cloud-based application that requires no onsite installation and can be implemented in hours. Better still, our subscription service can be used as a standalone or integrated with any Dealership Management System (DMS) or CRM application.

AI-driven email conversations allow you to focus your efforts on contacting leads who have an expressed intent to buy.

Explore Conversica for yourself

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 a leading provider of Intelligent Virtual Assistants helping organizations attract, acquire and grow customers at scale. A Conversica Intelligent Virtual Assistant is an AI-powered, SaaS-based software application that serves as a virtual team member and autonomously engages contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action accelerating revenue; whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Reaching out to over 100 million people on behalf of thousands of companies, Conversica Intelligent Virtual Assistants are built on a proven and patented intelligent automation platform integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage contacts over multiple communication channels and in multiple languages.

Winning multiple awards including Inc. 5000 fastest growing companies and #6 on Fast Company's most innovative AI companies, Conversica is a portfolio company of Providence Strategic Growth, Kennet Partners and Toba Capital and is headquartered in Foster City, California.