

# The UNLAYR Bespoke Protection Flow

**Core Principle:** The customer isn't just buying a service; they are commissioning a protective treatment for their prized possession. Every touchpoint must reflect this.

## Part 1: The Meta Ad Strategy (The Invitation)

The ad should speak to aspiration and exclusivity.

- **Ad Creative:** Focus on cinematic, slow-motion shots. A close-up of water gliding off a bonnet, the deep reflection in a side panel, the subtle gloss of a freshly coated car under lights. Use luxury car models (BMW, Audi, Mercedes, premium SUVs).
  - **Headline:**
    - "Your Vehicle, Elevated. The Art of Paint Protection, Delivered."
    - "An Uncompromising Shield for an Uncompromising Vehicle."
  - **Ad Copy:**
    - "At UNLAYR, we don't just protect cars; we preserve automotive excellence. Discover our curated collection of self-healing Paint Protection Films and liquid-gloss Graphene Coatings. Entrust your vehicle to our certified artisans. Receive a bespoke consultation via WhatsApp."
  - **Call-to-Action (CTA): "Request a Consultation"** (This frames the interaction as more premium than "Send Message").
- 

## Part 2: The WhatsApp Concierge (The Consultation)

The bot is no longer just a "bot." It's a digital concierge, guiding the client through our exclusive offerings. The tone is professional, confident, and elegant.

### Initial Greeting

- **Bot:** "Welcome to the UNLAYR experience. We are India's premier studio for bespoke automotive protection, delivered with white-glove service to your doorstep. I am your digital concierge and can assist you in crafting the perfect protection plan for your vehicle. At any moment, you may request a call from our senior protection expert by typing 'Expert'."
- **Buttons:** "Craft My Protection Plan 🛡️", "Explore Our Portfolio ✨"

(If "Craft My Protection Plan" is selected):

### Step 1: Service Curation

- **Bot:** "It would be our pleasure. To begin, please select the nature of protection you envision for your vehicle."
- **Buttons:**
  - "Advanced Pre Cut PPF (An Invisible, Self-Healing Shield)"
  - "Ceramic Coating (A Deep, Mirror-Like Finish)"
  - "Graphene Coating"
  - "Custom Service"
  - "Expert Recommendation (Guide Me to the Ideal Solution)"

### Step 2: Vehicle Classification

- **Bot:** "Understood. To tailor our offerings precisely, please classify your vehicle."
  - **Buttons:**
    - "Compact SUV/Sedan (e.g., Creta, Seltos)"
    - "Full-Size SUV / MUV (e.g., Fortuner, Safari)"
    - "Luxury Class (e.g., BMW, Mercedes, Audi)"
    - "Bike/Superbike"
-

If the customer chooses “Advanced Pre Cut PPF PPF” ,  
BOT - "An excellent choice. Paint Protection Film is the ultimate defense against scratches and swirls.

To begin, where would you like us to apply this protection?"

Buttons: Exterior Paint, Interior Surfaces, Both Exterior & Interior

---

## Path 1: If the user selects BOTH EXTERIOR AND INTERIOR

**Service-Specific Funnels (The Curated Collections)** This is where we transform product listings into a luxury showcase.

- **Bot:** "An exceptional choice. Our films are meticulously engineered from advanced thermoplastic urethane, delivering unrivaled clarity, impenetrable defense, sophisticated self-healing capabilities, and paramount heat and UV resistance."
    - **ESSENTIAL Collection**
      - 7-Year Assurance
      - Advanced TPU - 190m
      - **Investment:** ₹[Exterior-"" , Interior-""]
    - **ESSENTIAL MATTE**
      - 7-year assurance
      - Advanced TPU material - 190m
      - Investment:** ₹[Exterior-"" , Interior-""]
    - **CORE Collection**
      - 10-Year Assurance
      - Next Gen Aliphatic TPU - 200m
      - **Investment:** ₹[Exterior-"" , Interior-""]
    - **TITANIUM Collection**
      - **Warranty:** Lifetime Assurance
      - Ultra-premium aliphatic TPU with advanced polycaprolactone - 215m
      - **Investment:** ₹[Exterior-"" , Interior-""]
  - **\*THE UNLAYR PPF PACKAGE INCLUDES -\***
    - •Full-body precision pre-cut PPF
    - •Interior PPF for screens & trims
    - •Blade-free installation
    - •No dismantling of car parts
    - •Multi-stage paint correction
    - •Swirl mark & scratch removal
    - •Deep interior cleaning & detailing
    - •Exterior clay & decontamination
    - •Doorstep luxury application
    - •\*Complimentary alloy wheel and windshield/sunroof ceramic coating (worth 15k 🎁)\*
  - **Buttons:** "Select ESSENTIAL ", "Select ESSENTIAL MATTE", "Select CORE ", "Select TITANIUM ", "Request Expert Call 📞", "📄 View Technical Dossier"
- 

## Path 2: If the user selects EXTERIOR PAINT

- **Bot:** "An exceptional choice. Our films are meticulously engineered from advanced thermoplastic urethane, delivering unrivaled clarity, impenetrable defense, sophisticated self-healing capabilities, and paramount heat and UV resistance."
  - **ESSENTIAL Collection**
    - 7-Year Assurance
    - Advanced TPU - 190m
    - **Investment:** ₹[Price from CSV]
  - **ESSENTIAL MATTE**
    - 7-year assurance

- Advanced TPU material - 190m
  - **Investment:** ₹[Price for Matte PPF]
- **CORE Collection**
  - 10-Year Assurance
  - Next Gen Aliphatic TPU - 200m
  - **Investment:** ₹[Price from CSV]
- **TITANIUM Collection**
  - **Warranty:** Lifetime Assurance
  - Ultra-premium aliphatic TPU with advanced polycaprolactone - 215m
  - **Investment:** ₹[Price from CSV]
- **\*THE UNLAYR PPF PACKAGE INCLUDES -\***
  - •Full-body precision pre-cut PPF
  - •Blade-free installation
  - •No dismantling of car parts
  - •Multi-stage paint correction
  - •Swirl mark & scratch removal
  - •Deep interior cleaning & detailing
  - •Exterior clay & decontamination
  - •Doorstep luxury application
  - •\*Complimentary alloy wheel and windshield/sunroof ceramic coating (worth 15k 🎁)\*
- **Buttons:** "Select ESSENTIAL ", "Select ESSENTIAL MATTE", "Select CORE ", "Select TITANIUM ", "Request Expert Call 📞", "📄 View Technical Dossier"
- After this, The next step should include an upsell - "Add Interior PPF for complete 360° protection"

### Path 3: If the user selects **INTERIOR SURFACES**

- **Bot:** "An exceptional choice. Our films are meticulously engineered from advanced thermoplastic urethane, delivering unrivaled clarity, impenetrable defense, sophisticated self-healing capabilities, and paramount heat and UV resistance."
  - **ESSENTIAL Collection**
    - 7-Year Assurance
    - Advanced TPU - 190m
    - **Investment:** ₹[Price from CSV] 11k
  - **ESSENTIAL MATTE**
    - 7-year assurance
    - Advanced TPU material - 190m
    - **Investment:** ₹[Price for Matte PPF] 13k
  - **CORE Collection**
    - 10-Year Assurance
    - Next Gen Aliphatic TPU - 200m
    - **Investment:** ₹[Price from CSV] 15k
  - **TITANIUM Collection**
    - **Warranty:** Lifetime Assurance
    - Ultra-premium aliphatic TPU with advanced polycaprolactone - 215m
    - **Investment:** ₹[Price from CSV] 20k
- **\*THE UNLAYR PPF PACKAGE INCLUDES -\***
  - •Advanced Pre Cut Interior PPF
  - •Blade-free installation
  - •Dashboard, screens, console, trims & panels protected with precision-cut films.
  - •Complete interior cleaning & detailing
  - •Doorstep luxury application
  - •\*Complimentary alloy wheel and windshield/sunroof ceramic coating (worth 15k 🎁)\*
- **Buttons:** "Select ESSENTIAL ", "Select ESSENTIAL MATTE", "Select CORE ", "Select TITANIUM ", "Request Expert Call 📞", "📄 View Technical Dossier"

### Path B: If Client Selects "Graphene Coatings"

- **Bot:** "An excellent decision for achieving a breathtaking, liquid-glass finish. Our Graphene-infused coatings create a 10H diamond-hard shield over your paintwork to shield against scratches, UV rays, and heat, plus hydrophobic self-cleaning. For your **[Vehicle Class]**, we present the UNLAYR Collection:"
  - **Standard Package**
    - 5-Year Performance Guarantee

- 1+4 periodic checks
    - **Investment:** ₹[Price from CSV]
  - **Premium Package**
    - 10-Year Performance Guarantee
    - 1+9 periodic checks
    - **Investment:** ₹[Price from CSV]
  - **THE UNLAYR GRAPHENE PACKAGE INCLUDES -\***
    - Premium Graphene Coating Application
    - Coverage: Full body, glass, alloys, lights & side mirrors
    - •Multi-stage paint correction
    - •Swirl mark & scratch removal
    - •Deep interior cleaning & detailing
    - •Exterior clay & decontamination
    - •Doorstep luxury application
  - 
  - **Buttons: "Select Standard", "Select Premium", "Request Expert Call 📞", "📄 View Technical Dossier"**
- 

#### Path C: If Client Selects "Ceramic Coatings"

Excellent choice. We use our **Signature Ceramic Coating** for a flawless, liquid-glass finish.

Simply choose the duration of your **Care Program**. Each plan guarantees the performance with a complimentary **Annual Maintenance Service** to ensure lasting brilliance.

*(All programs include a full paint correction with the initial application.)*

---

#### 1 1-Year Plan | The Annual Refresh

- **1-Year Guarantee & 1 Maintenance Service**
- **Investment:** ₹[Price]

#### 3 3-Year Plan | The Enthusiast's Choice

- **3-Year Guarantee & 3 Maintenance Services**
- **Investment:** ₹[Price]

#### 5 5-Year Plan | The Professional's Package

- **5-Year Guarantee & 5 Maintenance Services**
- ★ **Includes Interior Detailing**
- **Investment:** ₹[Price]

#### 7 7-Year Plan | The Ultimate Care Program

- **7-Year Guarantee & 7 Maintenance Services**
  - ★ **Includes Interior Detailing**
  - **Investment:** ₹[Price]
- 

Please select a plan:

**Buttons:** 1-Yr Plan 3-Yr Plan 5-Yr Plan 7-Yr Plan About Maintenance Talk to Expert

### Part 3: Finalizing the Commission (The White-Glove Booking)

The language here reinforces that the client is making a wise, premium choice.

#### Step 4: Location & Scheduling

- **Bot:** "To arrange our at-home service, please provide the address for the vehicle's treatment." (*share location button*)
- **Bot:** "Exquisite!. Our certified applicators are available in your area. Your bespoke booking summary for the [Package Name] on your [Vehicle Type] is ₹[Price]. Secure your experience by selecting your preferred date/time and confirming with a 20% deposit." (website link)

#### Step 5: Securing the Appointment from website

- **Bot:** "You have made an excellent decision in preserving your investment. Here is the summary of your commission:
  - **Treatment:** UNLAYR [Collection Name]
  - **Vehicle:** [Vehicle Class]
  - **Total Investment:** ₹[Price]
  - **Scheduled Date:** [Selected Date and Time]
- To reserve your dedicated application team and materials, we request a nominal token of 20% to confirm your appointment."
- **Button:** "Secure My Appointment" (*Links to payment gateway*)

#### Step 6: Post-Confirmation Assurance

- Upon payment, the bot sends an instant confirmation: "✅ Your appointment is confirmed. You have taken the definitive step in automotive preservation. To ensure the meticulous results UNLAYR is known for, a Senior Expert will call you shortly for a **pre-treatment consultation and to conduct a quick digital vehicle assessment.**"

### Step 7: The Human Expert Call (The Flawless Execution Plan)

This call should happen within 1-2 hours of the booking. The tone should be consultative and reassuring.

#### The Script:

**Expert:** "Good evening, Mr. [Customer Name], this is [Your Name] from UNLAYR. I'm calling to personally congratulate you on commissioning the [AETHER Collection] for your [BMW]. You've made a fantastic choice for protecting your vehicle."

*(Rapport building is complete. Now, transition to the assessment.)*

**Expert:** "As part of our standard quality assurance process, I'd like to conduct a quick digital assessment to ensure our team arrives fully prepared for a perfect installation. Would it be possible for you to send me a short walkaround video of your car on this WhatsApp number, just so I can check the paint's current condition?"

*(This is low-effort for the customer. Once they send the video, you can assess for dents/space.)*

### Step 8: Handling the Outcome

#### Scenario A: Everything is Perfect

**Expert:** "Thank you for the video, the car looks to be in excellent condition and your space is perfect. We are all set for your appointment on [Date]. Our team will see you then."

#### Scenario B: A Problem is Identified (Dent or Lack of Space)

This is where you frame the workshop as a **complimentary upgrade to a "Studio Treatment."**

**Expert (for a dent):** "Thank you for the video. I've noticed a small dent on the driver-side door. For the PPF to be applied with the invisible, flawless finish it deserves, this surface needs to be perfectly smooth. We have two options: we can reschedule after you've had it repaired, or, if you prefer, we can manage the entire process for you. We can have the car brought to our partner body shop and then to our **detailing studio** for the PPF application in a completely dust-free, controlled environment. We would, of course, manage the secure transport of your vehicle."

**Expert (for lack of space):** "Thank you for the video. For a film like the AETHER, which requires absolute precision, our application standards are incredibly high. To guarantee a perfect, dust-free installation that will last a decade, I'd like to recommend a complimentary upgrade to our **Studio Treatment**. We will schedule a secure, insured flatbed pickup for your vehicle, perform the treatment in our state-of-the-art, climate-controlled studio, and deliver it back to you. This ensures a finish that simply isn't possible in an open environment."

**Why this strategy is superior:**

- **Maintains Funnel Integrity:** You don't lose leads to uncertainty.
- **Builds Trust:** The human consultation shows a high level of professionalism and care.
- **Frames a Problem as a Premium Solution:** The "workshop" becomes a "detailing studio," and the transport is "white-glove service." You are not taking away the at-home convenience due to a problem; you are offering a superior outcome because you are a perfectionist.