

# AI Sales Buddy for LMS App / H-Smart App

Transforming Sales Consultant Performance  
With AI-Powered Assistance

*Powered by: Maigic.AI x Invincible Ocean*



# The Automotive Retail Landscape is Changing

## Key realities today:

- Car buyers expect instant, accurate answers.
- Hyundai's product range + variants + competitor specs = high cognitive load for SCs.
- Customer experience varies heavily by SC knowledge & confidence.

## Current Pain Points for SCs :

- Difficulty in remembering variant-wise features, specs, price changes.
- Inconsistent ability to explain differences vs competitors.
- Limited soft skill confidence during difficult customer questions.

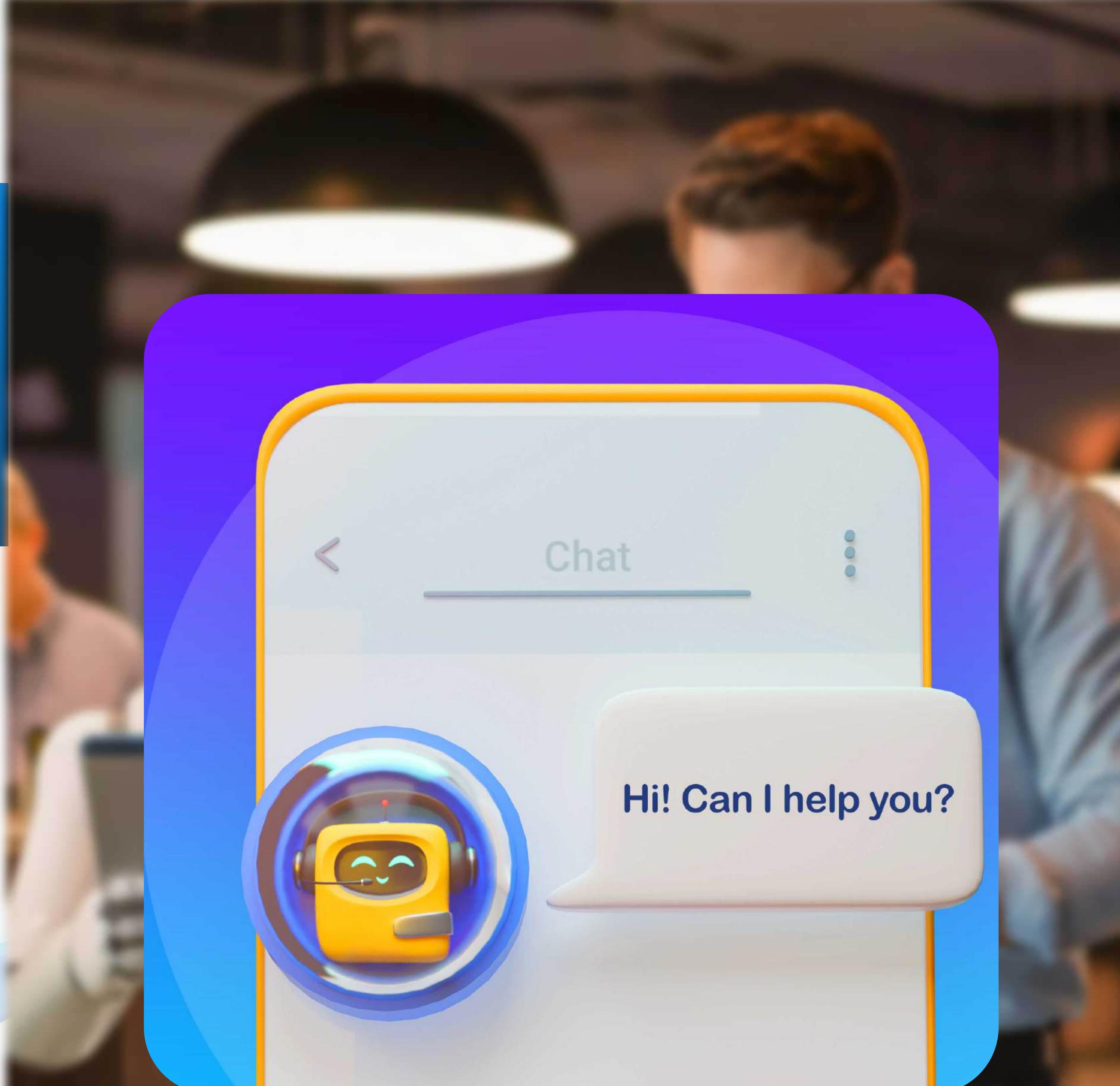


# Introducing the AI Sales Buddy

Always-On Assistant for Hyundai Sales Consultants

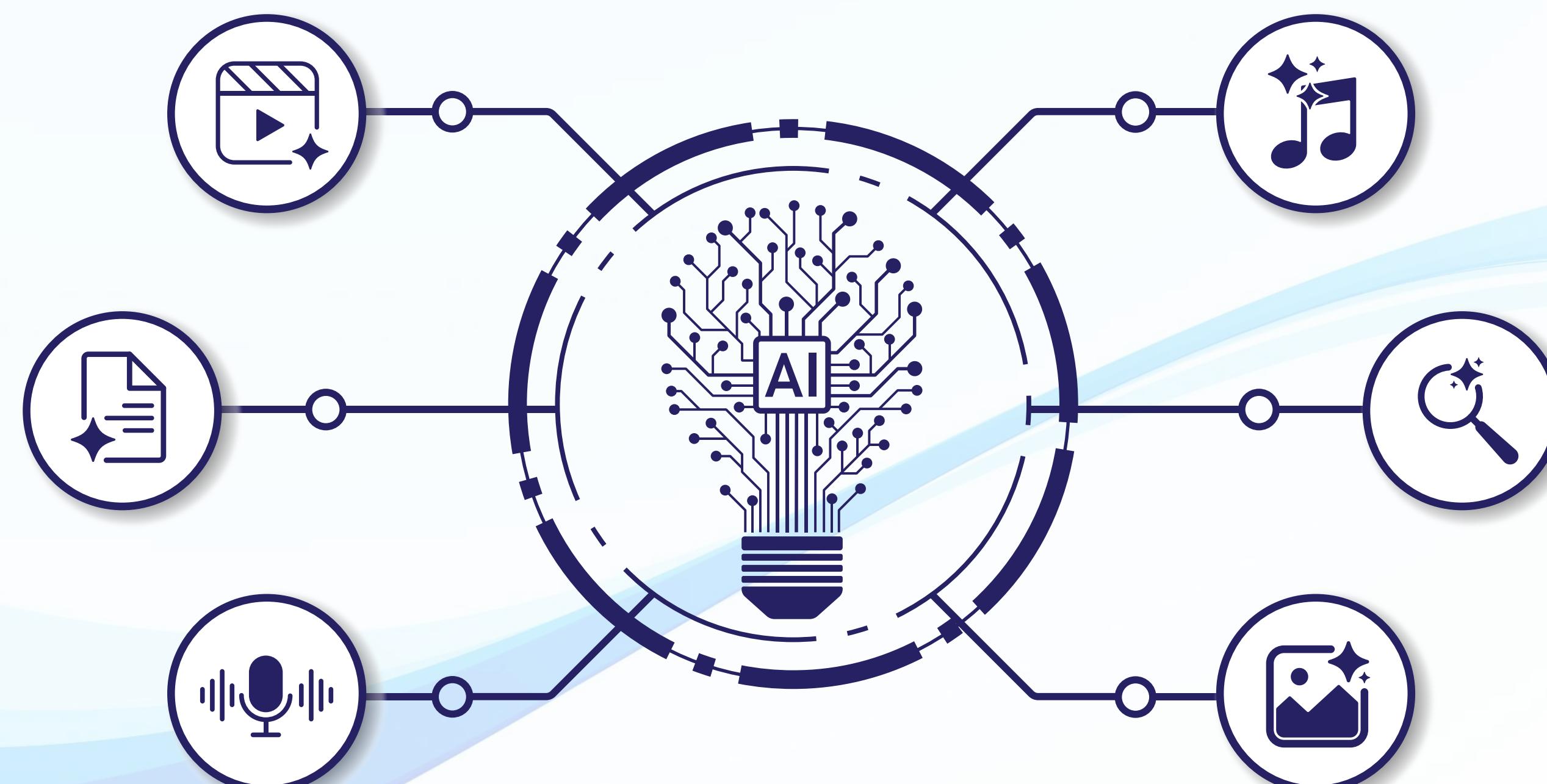
The AI Sales Buddy will:

- Answer questions in text, voice or video.
- Provide product & competitor comparisons instantly.
- Guide SCs with sales-process best practices.
- Coach soft skills through roleplays and scenario-based guidance.
- Provide product & competitor comparisons instantly.
- Support 6 Indian languages for better accessibility.
- Work inside LMS / H-Smart App via iFrame



# Core AI Features (Mapped to Hyundai Requirements)

- Product Intelligence
- Competitor Comparison
- Sales Process Guidance
- Adaptive Learning Engine
- Gamification & Leaderboard
- Analytics & Reporting Dashboard



# Why Maigic.AI × Invincible Ocean

Proven Expertise in Automotive & AI

## Strengths We Bring:

- Experience designing AI workflows for automotive companies
- Deep UI/UX + enterprise app design expertise
- Strong AI engineering (LLMs, multimodal, embeddings)
- Fast GTM: H-Smart / LMS compatible development
- Scalable architecture for future model roll-outs



# Implementation Roadmap

## Phase 1

Phase	Activity	Timeline
• Requirement Study	Full model range, Dynamic Avatar, advanced learning, extended gamification	1 Week
• Wireframe Creation	Create workflow/wireframe to showcase to Hyundai team	1 Week
• Development	Magic AI customization, 2-model support, analytics, integration	2 Weeks
• User Training	Staff training for new digital processes	2 Weeks
• Go-Live	Full rollout and operationalization – Zone-wise	2 Weeks



# Implementation Roadmap

## Phase 2

Phase	Activity	Timeline
• Development	Full model range, Dynamic Avatar, advanced learning, extended gamification	3 Weeks
• User Training	Staff training for new digital processes	2 Weeks
• Go-Live	Full rollout and operationalization – Zone-wise	2 Weeks

## Payment Terms

Phase	Payment Terms	INR
• Custom Development++	(30% advance / 30% on completion of Phase 1 / 20% on completion of Phase 2 / 20% on Go-Live)	19,25,000
• Set-Up Charges	One Time	1,75,000
• Subscription Charges – 1**	Per month including support and AMC	25,000



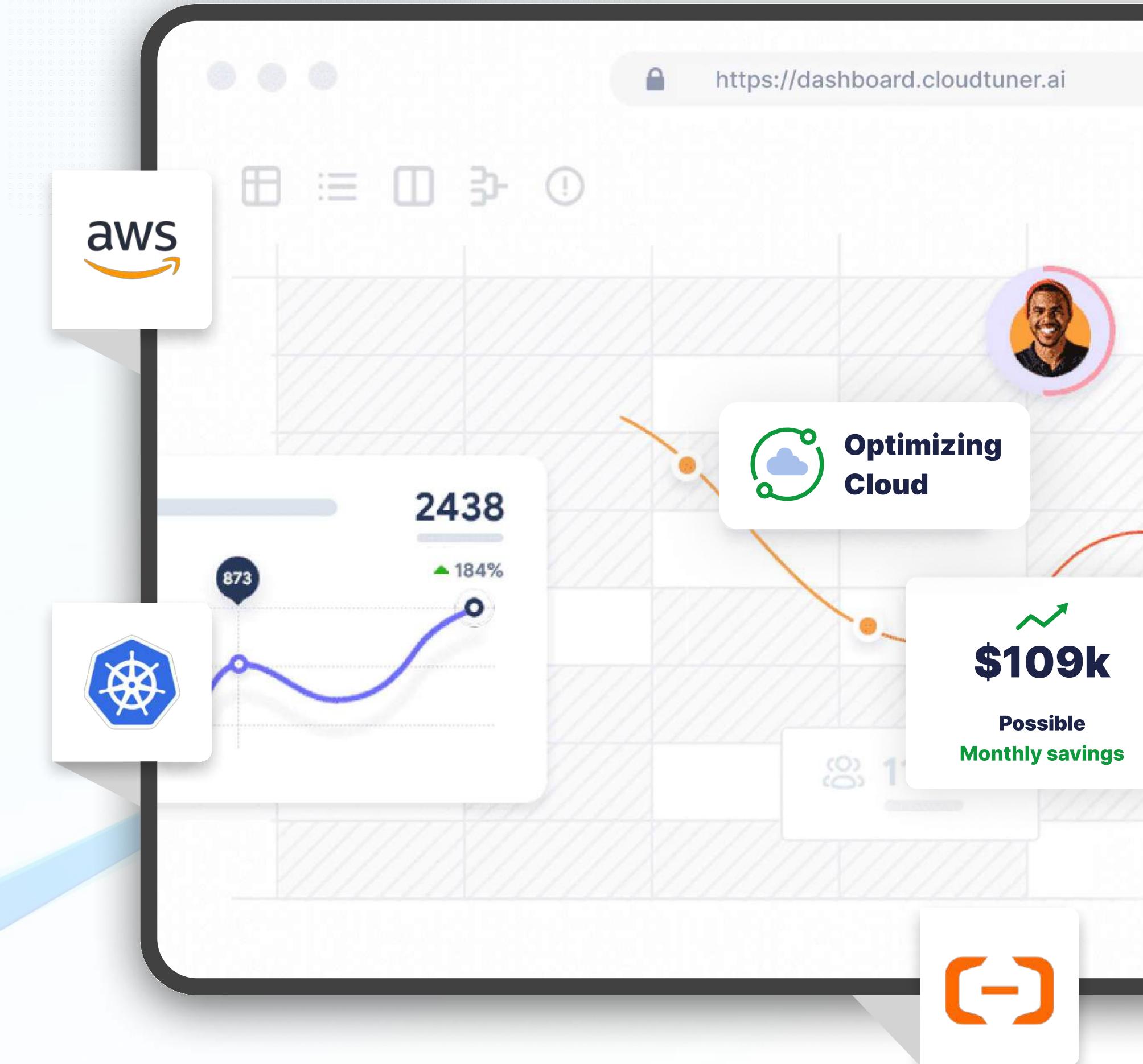
# Complimentary Offering: CloudTuner Application

As part of the AI Sales Buddy deployment, we will additionally provide access to the CloudTuner Application at no extra cost.

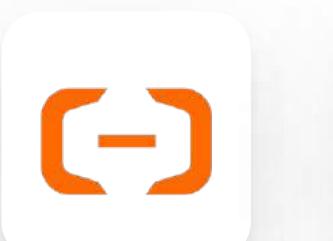
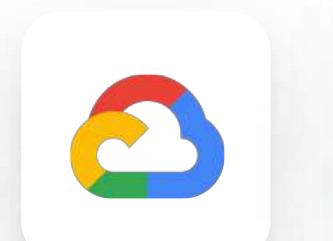
CloudTuner enables real-time tracking and optimization of cloud consumption, especially important due to high usage of video, avatar interactions, and multimodal AI responses.

## Features:

- Monitor daily/weekly/monthly cloud usage through a simple chat-based interface
- Forecast upcoming usage based on traffic patterns and user behavior
- Set alerts to avoid unexpected billing spikes
- View model-level, feature-level, and region-level consumption metrics
- Optimize cloud resources for cost efficiency
- Ensure predictable budgeting throughout the AI Sales Buddy lifecycle



Link your Cloud with :



# Why Choose Us

- Expertise in Automotive Agentic AI, Chatbots, Retail Transformation, Predictive Modelling, and Learning Automation
- Strong experience with large OEM/Insurance/Finance datasets
- Ability to build secure, scalable, enterprise-grade AI platforms
- Proven capability integrating with OEM digital systems
- Strong post-launch support + continuous AI improvement model

## Terms & Conditions

- All development assumptions will be mutually agreed during the SRS phase.
- Hyundai will provide access to LMS data, product specifications, and internal process guidelines.
- Payment milestones structured as per project phases.
- IP ownership to be defined per contract.



# LET'S CONNECT

for further information or customization , please contact

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