



# AI-powered Chatbot

I'm Vogen! Can I  
help you today?

Vogen AI  
by Volkswagen



# G R O U P

2

Italy  
**PAOLO  
DALLE VACCHE**



Italy  
**LUCA  
LONGO**



Vietnam  
**MANH DUC  
TRAN**



Chile  
**IGNACIO  
KREIS FERNANDO**



# Vogen Team

Vogen, I am developed by members as below!



# Our agenda



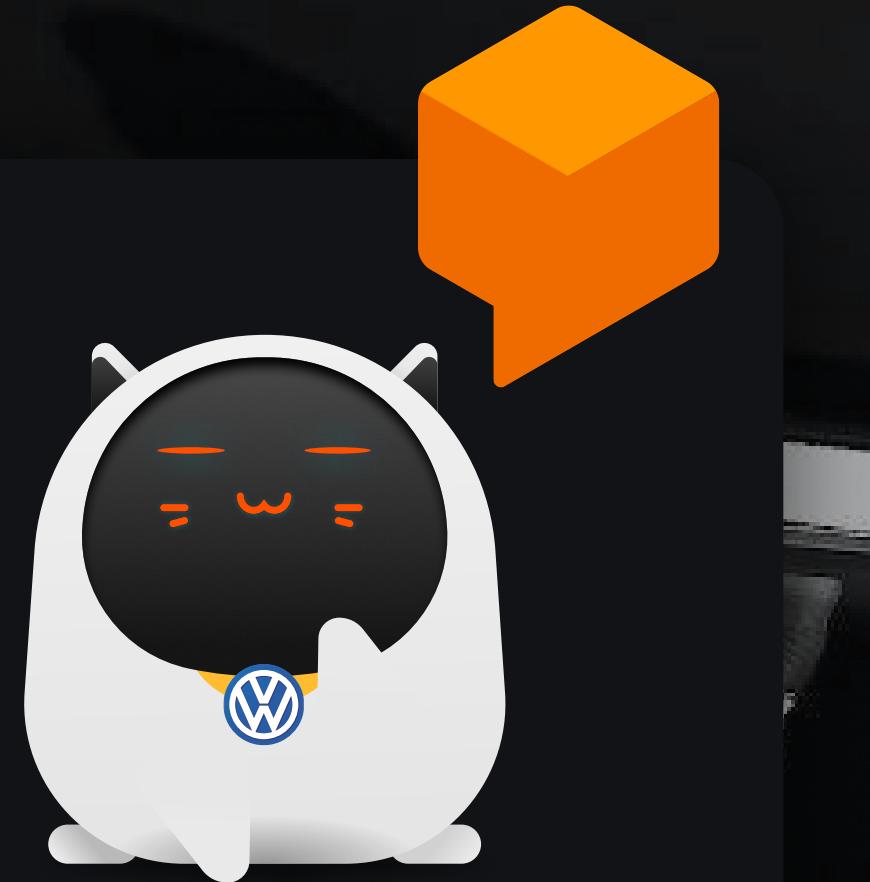
Company  
Introduction

1



Problem  
Statement

2



Product  
Introduction

3



Dialogflow

Product  
Demonstration

4



# Our Company

Let me introduce you to company, Volkswagen! →



Volkswagen Passenger Cars is the heart of the Volkswagen brand: A global mobility provider that designs, engineers and manufactures a full spectrum of passenger vehicles, from the pragmatic Polo and Golf compact models to the versatile Tiguan SUV and the pioneering ID. electric family. With a century-plus heritage of engineering innovation and a clear roadmap towards carbon-neutral mobility, Volkswagen Passenger Cars combines extensive digital services, a vast worldwide sales and service network and customer-centric support to guide buyers from initial inspiration all the way through ownership and beyond.

## 2024 Global Performance

Total Revenues

**\$88.26 billion**

Passenger Cars Sales Revenue

**4.8 million**

vehicles are delivered to customers worldwide, a 1.4 % decrease versus 2023, yet it remained the clear market leader in Europe with a 19.1 % share in its home market of Germany.

**1.4 % decline**

from 4,866,800 in the total deliveries of Volkswagen-branded cars in 2023

**\$2.59 billion**

is operating result, with an operating margin of 2.9 % (after restructuring), down from 4.1 % in the prior year.



## 2024 Italian Market Snapshot

Total Market Size

**1.558 million**

new passenger cars are registered in Italy, essentially flat (-0.5 %) versus 2023.

**3rd Ranking**

**T-Roc and T-Cross**

with 121,204 units sold (-1.2 % YoY), capturing a 7.8 % Italian market share.

featured prominently among Volkswagen's best sellers in Italy, while Golf and Polo saw slight declines (-3.5 % and -3.1 %, respectively)



## Customer Service and Satisfaction

### Global Support Network

- Dealerships and Workshops: Volkswagen Passenger Cars is supported by over 7,700 dealerships and authorized workshops worldwide.
- Digital Help Center: A centralized Help Center offers FAQs and articles; in-app and online chat connect customers 24/7 to trained specialists.

### Contact Volumes and Resolution

- While precise global call-volume figures are proprietary, VW's multi-channel support (Phone, Email, In-app, Social) handles millions of inquiries annually, with ongoing investments in staffing, training and digital tools to reduce average response times and boost first-contact resolution.

### Satisfaction Metrics

- American Customer Satisfaction Index (ACSI): In 2024, Volkswagen achieved a score of 78/100, up 4 % year-on-year, reflecting improvements in mobile-app quality and complaint handling.
- Loyalty and Conquest Rates: VW ranks among the top in customer loyalty in its core European markets, and its conquest rate (share of new customers won from competitors) remains best-in-class.



# Our Problem



# Industry Challenge



1

2

3

4

5

6



## Slow Lead Response and Lost Sales

40% of dealers take more than 15 mins to respond, someone even over 1 hours. Shoppers are 8x more likely to buy from the dealership that responds first.

## Inconsistent Follow-up Quality

74% of dealers failed to include a price quote in their email replies. Lack of key information is detrimental to the customer experience

## Appointment Scheduling Friction

Most appointment scheduling processes are long and tedious.

## Difficulty Finding Dealerships and Services

Customers feel left alone and lost without an easy way to find solutions for their needs

## Car Configuration Friction

It can be overwhelming online without guidance

## Customer Retention Difficulty

50% of customers will switch brands after a single bad service experience. Loyalty in post sales

## Key Performance Indicator

- Average Time to First Response
- Appointment Conversion Rate (Sales)
- Customer Satisfaction Rate
- Service Booking Rate via Vogen AI



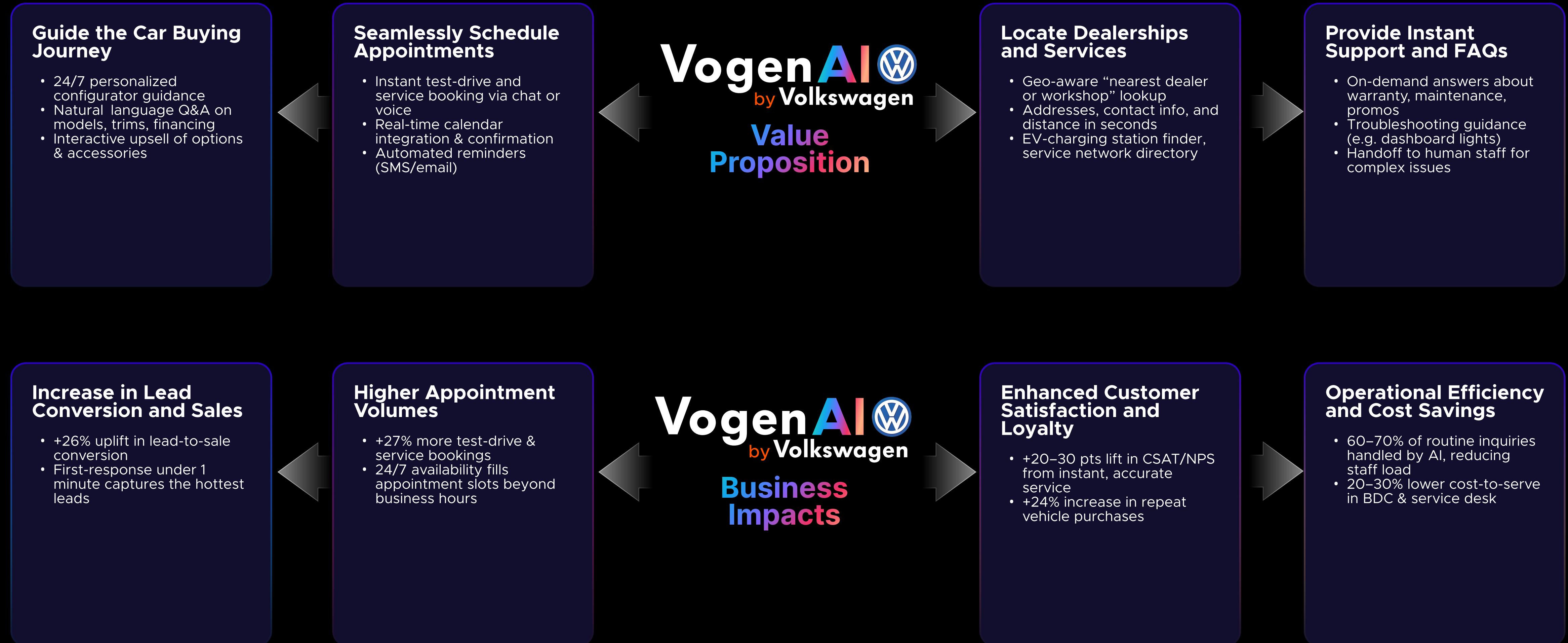
# From Zero To Hero.

Dealerships in Italy and across the EU face a critical challenge in meeting modern customer expectations for immediacy, personalization, and seamless service. Despite the automotive industry's push toward digitalization, car buyers and owners often encounter slow responses, fragmented information, and inconvenient processes during their sales and after-sales journey.

For example, a prospective buyer researching a vehicle might wait hours (or days) for a dealer's reply, only to receive a generic email lacking the details they asked for – a frustration that drives many to competitors. Similarly, an owner trying to schedule a service may be stuck on hold or unable to book after business hours, leading to poor satisfaction. These pain points – delayed communication, lack of 24/7 support, and impersonal customer interactions – are undermining customer loyalty and dealership profitability in an era when consumers demand quick, easy, and tailored experiences.

And...

**Vogen AI** is designed as a solution to the automotive retail sector's pressing need for better, faster, and more personalized customer engagement across the entire ownership lifecycle.





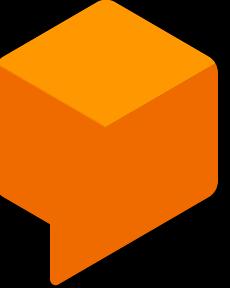
Our  
**Product** →

*Lorem ipsum dolor sit amet. Qui sint neque a velit modi quo  
numquam. Non exercitationem reiciendis qui consequatur.*

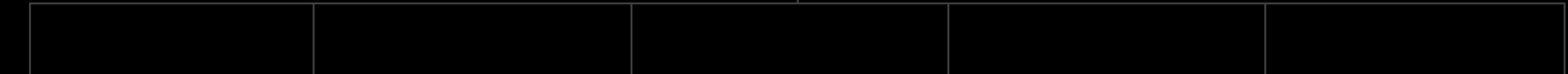
# Agent Overview

1

Playbook



Dialogflow



Appointment  
Booking  
Playbook



Customize  
Vehicle  
Playbook



Order  
Accessories  
Playbook



Report  
Complaint  
Playbook



Find Showrooms  
/ Charging Stations  
Playbook

...

Other  
Services  
Playbook

2

Flow

Customize  
Vehicle Flow

Order Accessory  
Flow

Report Complaint  
Flow

3

Page

Select Model Page

Select Model Page

Select Complaint Type Page

Select Engine Type Page

Select Accessory Page

Describe Complaint

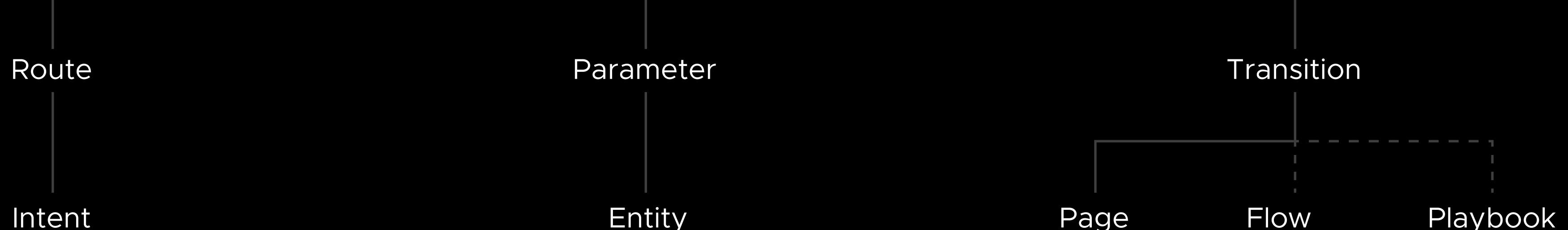
Select Exterior Page

Select Quantity Page

Select Interior Page

Select Accessory Page

# Select Model Page



Intents    Suggestions    Overlaps

**Display name**    Labels    # of Training phrases

<input type="checkbox"/>	Default Welcome Intent	17
<input type="checkbox"/>	Default Negative Intent	0
<input type="checkbox"/>	01_select_engine_type	10
<input type="checkbox"/>	05_select_accessory_quantity	20
<input type="checkbox"/>	01_select_exterior_color	20
<input type="checkbox"/>	01_customize_vehicle	11
<input type="checkbox"/>	01_select_accessories	22
<input type="checkbox"/>	01_select_model	10
<input type="checkbox"/>	Electric Vehicle	14
<input type="checkbox"/>	05_order_accessory	14

**Search** Search intents by ID, display name, or label

Entity types    + Create    ⬆ Import

Custom

**Display name**

complaint\_description

complaint\_type

accessory

engine\_type

interior\_color

car\_model

car\_brand

exterior\_color

**Search** Search entity types by ID or display name

Select Engine Type Page

## Development Cost

- **Automotive AI Chatbot** (Industry Standard): \$30,000 – \$60,000 for a robust solution that covers model comparison, feature explanation, appointment scheduling, and integration with dealership systems.
- **AI-Powered Chatbot with Personalization, CRM Integration, and Scheduling**: \$35,000 – \$80,000, depending on the level of AI sophistication, natural language processing, and depth of integration.
- **Additional Features** (e.g., UI/UX, Quality Assurance, Project Management): These can add up to \$70,000 for a comprehensive, enterprise-ready solution.

\$ 30,000  
– 80,000

Initial Development

\$ 600 –  
5,000

Monthly Maintenance

\$ 0.006 – 1  
per request

Pay-as-you-go AI Usage

For Volkswagen's needs a digital assistant that supports the entire customer journey in an automotive showroom the total development cost would likely fall between \$30,000 and \$80,000, with ongoing monthly costs of \$600 to \$5,000 depending on usage and maintenance requirements. This investment streamlines the car buying process, reduces staff workload, and delivers a superior customer experience<sup>3425</sup>.

# We Have Demonstration.



Let's started!

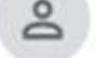


# Navigation Flow

Preview: Vogen AI Generative Playbook

Invocations ▼ + Save as example

 Vogen AI Generative Playbook Playbook

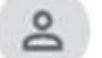
 Hello

 Hello and welcome to Volkswagen! I'm here to make your journey smoother, whether you're exploring new cars or just need a quick answer. Before we begin, may I have your name so I can assist you better?

 Ignacio

 Thank you, Ignacio! What would you like to do today?

-  Customize a Car
-  Book a Test Drive
-  Book a Service Appointment
-  Report a Complaint
-  Order Car Accessories
-  Find the Nearest Charging Station
-  Check Showroom Information

 I would like to Customize a Car

Vogen can help you as below!



Customize an Ideal Vehicle

Book a Test Drive

Report a Complaint

Order Accessories

Book a Service Appoinment

Check Showroom Information

Other Services



# Customize Car Flow



ŠKODA

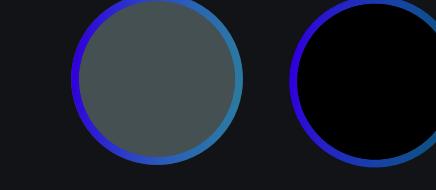


ID.3

ID.4

ID.5

ID.7



	Which Volkswagen Group brand would you like to customize?
	Volkswagen
	Which Volkswagen model would you like to customize?
	ID4
	What kind of engine would you like? Petrol, diesel, hybrid, or electric?
	Electric
	Now, let's talk about the aesthetics. What exterior color do you prefer for your ID.4?
	Dark Blue

	What interior color do you prefer to complement that?
	For a dark blue car, excellent interior color options are:
	<ul style="list-style-type: none"> <li>Light Gray: This choice offers a modern and clean contrast. It brightens the interior and gives a sense of spaciousness, preventing the cabin from feeling too dark while complementing the cool tones of the dark blue exterior.</li> <li>Tan/Light Beige: Opting for tan or light beige provides a luxurious and warm feel. The inviting, earthy tones create a sophisticated contrast with the dark blue, evoking a classic and elegant aesthetic.</li> <li>Black: A black interior delivers a sleek and cohesive look. While less contrasting, it emphasizes the car's dark, refined presence and offers practicality by being less prone to showing dirt.</li> </ul>
	Light Gray sound good
	Now, let's consider some key features and accessories. The ID.4 comes standard with impressive technology. Would you like to add any accessories?
	Yes

	Now, let's consider some key features and accessories. The ID.4 comes standard with impressive technology. Would you like to add premium seats with massage and smart climate functions, or perhaps a panoramic roof? Or are there any other specific accessories you have in mind?
	premium seats with massage I like. Please add it to it
	Okay, great. So to recap, here's your custom Volkswagen ID.4:
	<ul style="list-style-type: none"> <li>Model: ID.4</li> <li>Engine: Electric</li> <li>Exterior Color: Dark Blue</li> <li>Interior Color: Light Gray</li> <li>Selected Features: Premium Seats with Massage</li> <li>Key Technologies: [Standard Features of ID.4]</li> <li>Safety Rating: [Safety Rating of ID.4]</li> </ul>
	Does this configuration sound perfect, or would you like to make any adjustments?

# Appointment Booking Flow

PB02\_AppointmentBooking  
Playbook

Hi, can you help me?

Yes, I can. Are you looking to book a test drive or schedule a service appointment?

I want to book a test drive for a polo

Okay, let's book a test drive for a Polo. On what date would you like to book the test drive?

june 30th?

And what time works best for you that day?

4 pm

Which dealership location do you prefer?

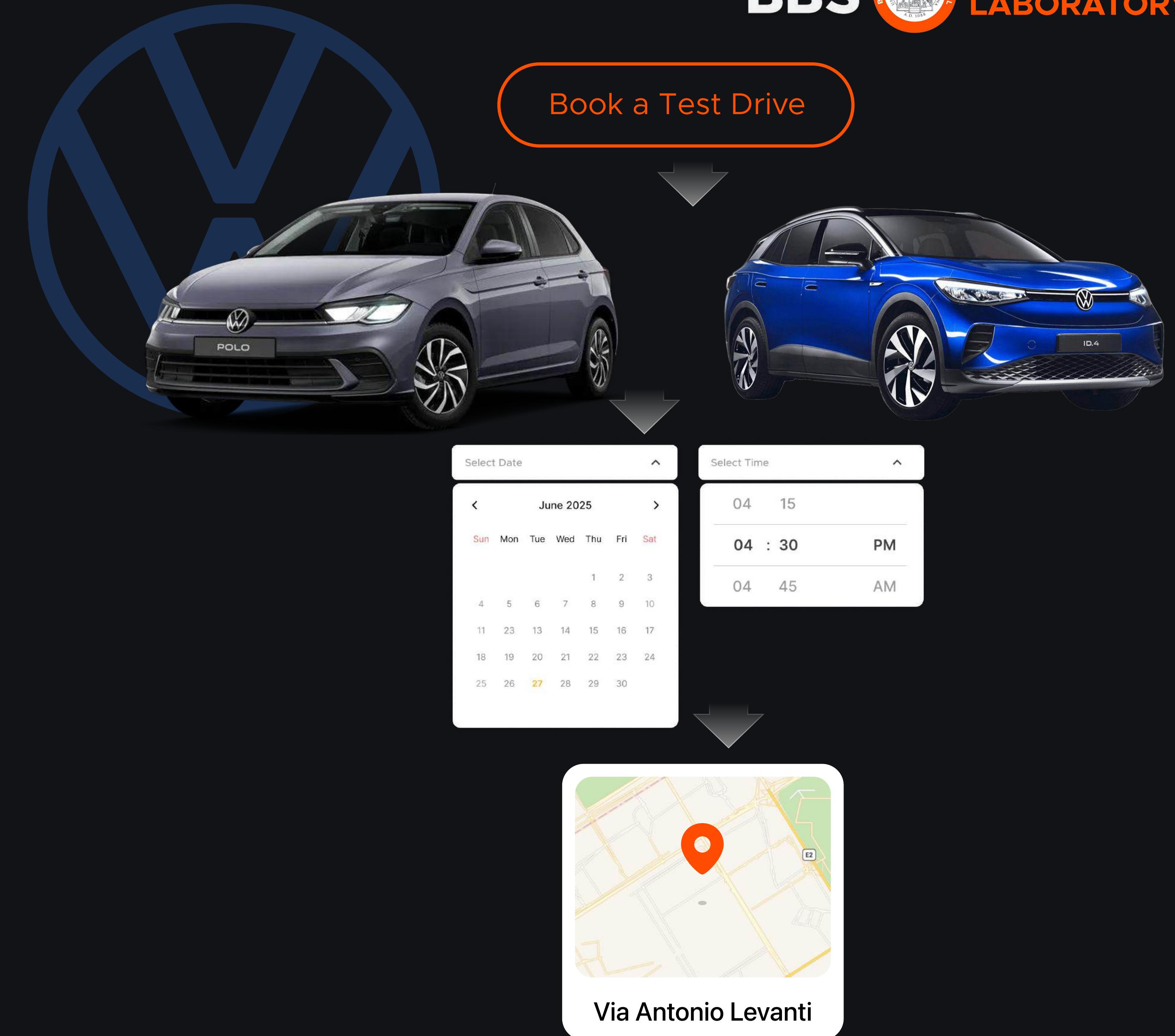
I live in monza

Can I have your phone number or email to send your confirmation?

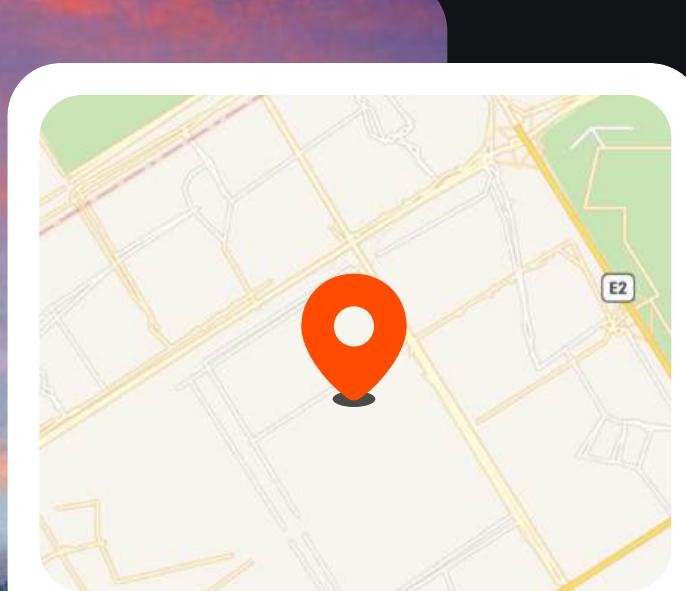
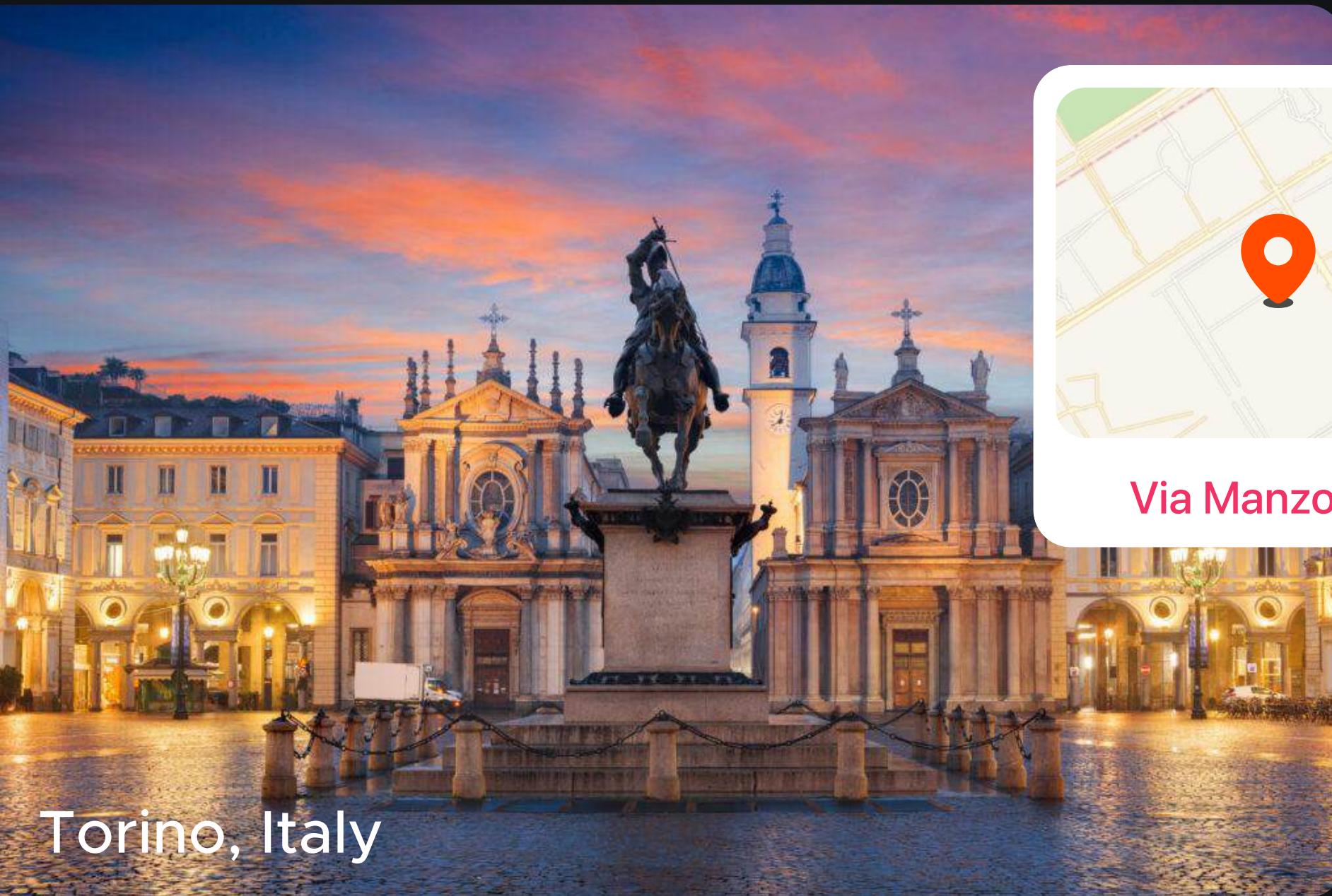
555 123456

Please confirm your appointment details: Test drive of Polo on June 30 at 4 PM in Monza. Is this correct?

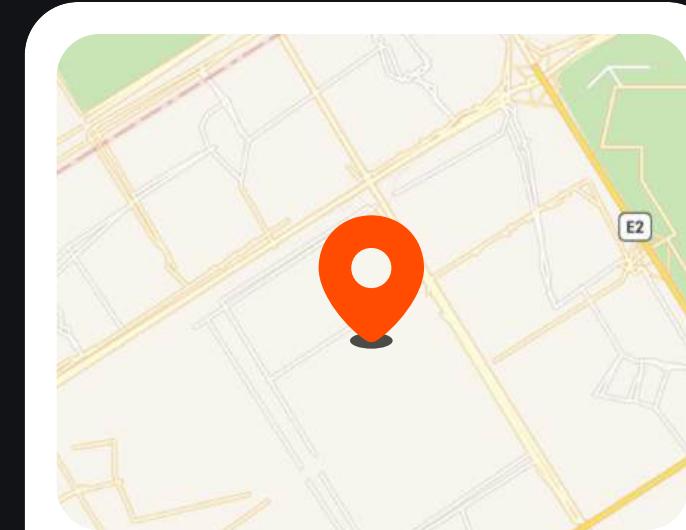
yes



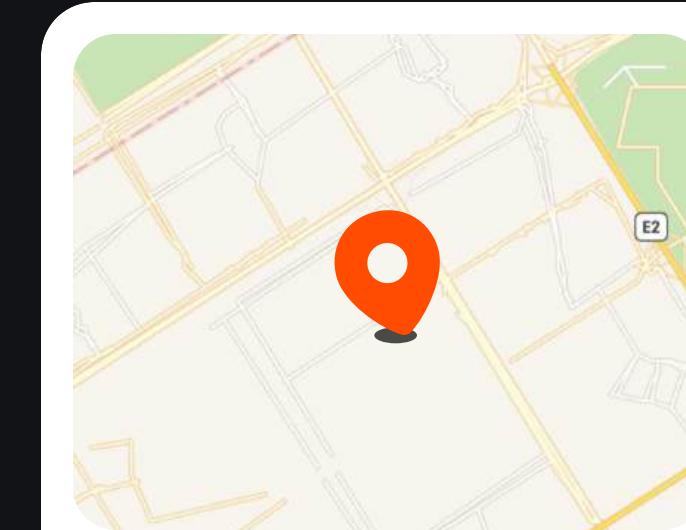
# Other Service Flow



Via Manzoni 81



Via Ferrarese 22



Via Marco Polo 3

Other Services Playbook

hi, can you help me?

Hi there! I can help you find tire shops, paint services, gas stations, car washes, battery checks—or any other car-related service you need. What can I do for you today?

I need a gas station nearby

Okay, I can help you with that. Which city are you in?

Torino

Here is the gas station in Torino:

Fuel Service Torino – Via Manzoni 81, 4.5 stars, opens 8:00–21:00 (VW Partner)

Would you like to book an appointment, see another city, or talk to a live agent?

That's fine, thank you very much

Is there anything else I can help you with today?

no, I'm fine, thanks

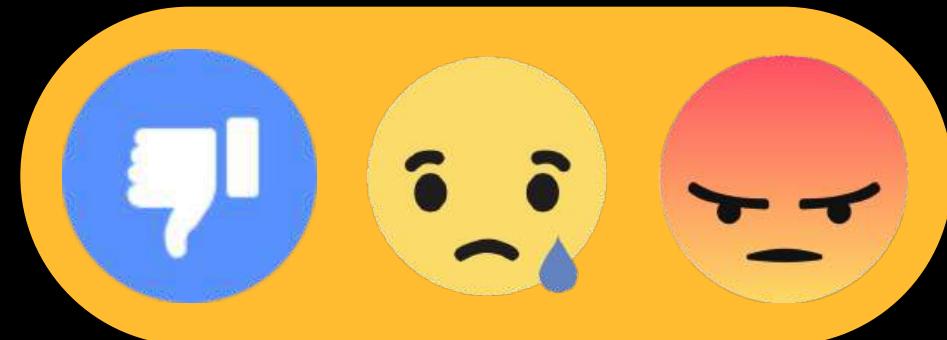
# Make Complaint



Complaint Type

Staff    Vehicle    Service    Part  
Accessory    Others

I am very disappointed...



Your complaint is confirmed. We're sorry for the inconvenience...

Preview: Vogen AI Gene

Invocations + Save as example

PB04\_ReportComplaint Playbook

Hi, how can I help you today?

I want to make a complaint

I'm really sorry to hear that. Let me help you report the issue so we can get it sorted. Which type of complaint would you like to make (Vehicle, Staff, Service, Part, Accessory or Other?)

Staff

Can you please describe in detail to Vogen what problem you are experiencing with Staff?

Preview: Vogen AI Gene

Invocations + Save as example

I visited your Bologna Volkswagen on 21st June and was very disappointed with the rude and unprofessional behavior of one of your sales consultants, Paolo. The consultant was dismissive and impolite, which made me feel unwelcome and disrespected. I hope you will look into this matter seriously to ensure better customer service in the future.

Here's your complaint:

- Model: Staff
- Accessories: I visited your Bologna Volkswagen on 21st June and was very disappointed with the rude and unprofessional behavior of one of your sales consultants, Paolo. The consultant was dismissive and impolite, which made me feel

Preview: Vogen AI Gene

Invocations + Save as example

consultant was dismissive and impolite, which made me feel unwelcome and disrespected. I hope you will look into this matter seriously to ensure better customer service in the future.  
Would you like to confirm this complaint?

Yes!

Thank you, Duckie, I've received your complaint. We're sorry for the inconvenience, and we appreciate you taking the time to share this with us. Our support team will review the issue and get back to you as soon as possible. In the meantime, is there anything else I can help you with?

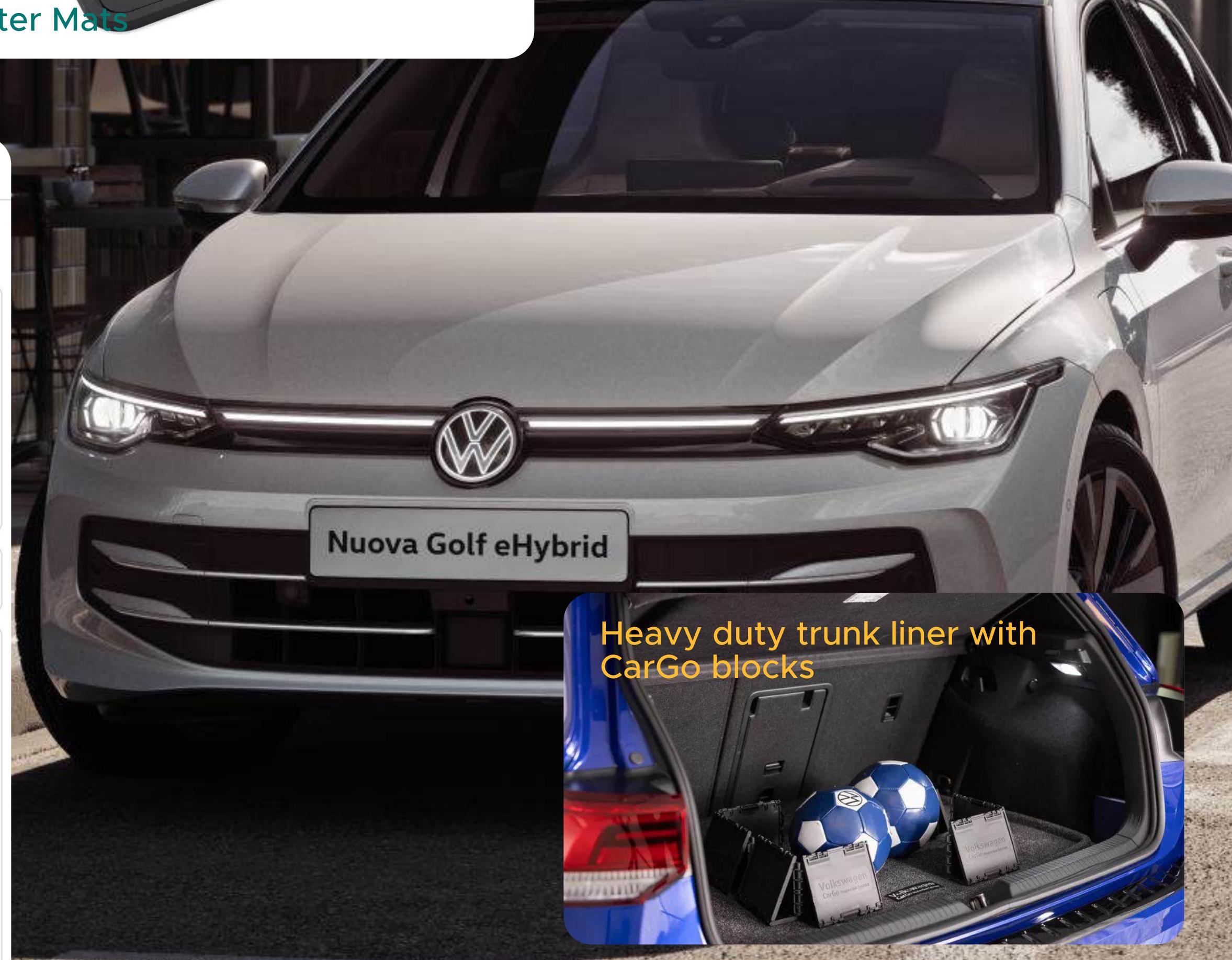
# Order Accessory



Mirror with HomeLink Connect® capability



Monster Mats



Heavy duty trunk liner with  
CarGo blocks



Preview: Vogen AI Gene 🛡️ 📄 ⏱️ 🔍 ↺ ↻ ⏴ :

Invocations + Save as example

I want to order accessory

PB05\_OrderAccessories Playbook

I can help with that! Which Volkswagen model would you like to order accessories for?

Golf

Great. Would you like to add any accessories?

GPS

I can help with that. How many would you like to order?

1

Here's your Volkswagen accessory order:  
• Model: Golf  
• Accessories: GPS - 1  
Would you like to confirm this configuration?

Yes

Order confirmed! Your accessory will be ready in 2-4 days. Need anything else? Is there anything else I can assist you with today?

Preview: Vogen AI Gene 🛡️ 📄 ⏱️ 🔍 ↺ ↻ ⏴ :

Invocations + Save as example

Hello and welcome to Volkswagen! I'm here to make your journey smoother, whether you're exploring new cars or just need a quick answer. Before we begin, may I have your name so I can assist you better?

Duckie

Thank you, Duckie! What would you like to do today?

- Customize a Car
- Book a Test Drive
- Book a Service Appointment
- Report a Complaint
- Order Car Accessories
- Find the Nearest Charging Station
- Check Showroom Information



**VogenAI** by Volkswagen



Messenger  
by facebook



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Hello

Hello and welcome to Volkswagen! I'm here to make your journey smoother, whether you're exploring new cars or just need a quick answer. Before we begin, may I have your name so I can assist you better?

Ignacio

Thank you, Ignacio! What would you like to do today?

- Customize a Car
- Book a Test Drive
- Book a Service Appointment
- Report a Complaint
- Order Car Accessories
- Find the Nearest Charging Station
- Check Showroom Information

Customize a Car

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Great! Let's get started. What brand are you interested in customizing?

Volkswagen

Okay, which model are you interested in?

ID.7

Alright! Let's customize your ID.7. To start, what exterior color do you have in mind?

Dark Blue

And for the interior color, what are you thinking?

Grey

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Okay, dark blue exterior and grey interior. What kind of engine type are you interested in?

What options do I have

What kind of engine would you like? Petrol, diesel, hybrid, or electric?

electric

Great choice!

The ID.7 is available as a sleek fastback sedan and will also be offered as a Tourer (wagon). What kind of powertrain and battery configuration are you interested in? We have the ID.7 Pro, the ID.7 Pro S, and the upcoming GTX model.

The Pro has a 77 kWh usable battery, offers 286 hp (210 kW) and 545 Nm torque, with an estimated WLTP range: 545–618 km (real-world ~475 km). It's Rear-Wheel Drive (RWD) and can DC charge up to 170 kW.

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The Pro S features an 86 kWh usable battery, delivers 340 hp (250 kW) and 679 Nm torque with a dual-motor All-Wheel Drive (AWD) setup, offering a WLTP range: 604–709 km (real-world 600–700+ km possible). It supports DC charging up to 200 kW.

The GTX (upcoming) will also be AWD with similar power and range to the Pro S but with a sportier setup.

Which option sounds best for you?

The Pro S sounds good

Fantastic! The ID.7 Pro S offers excellent range and performance with its 86 kWh usable battery and 340 hp dual-motor AWD.

The ID.7 Pro S is an electric vehicle.

Are you interested in any accessories for your ID.7?

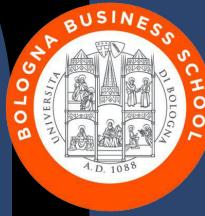
Yes

# Next Future

- Smarter and More Natural Response
  - Using rich training phrases with context variety
  - Add small talk intents
  - Add context-aware responses
- Multiple Language Support



BBS



FIELD WORK  
LABORATORY

Thank you

for  
**Listening**

Special thanks to Prf. Alessandro Poluzzi, Prf. Cristiano Boscato and Carolina for supporting Vogan Team create me!



Bologna Business School, June 2025

