Quirk BDC Smart Response — Chrome Extension: Workflow Mockups

Overview

These mockups illustrate how BDC staff use the Chrome extension inside VIN Solutions to accelerate appointment-setting with AI-generated messages, live inventory and incentives, and consistent objection handling.

A) New Internet Lead Arrives in VIN Solutions

1) Detection: Extension recognizes the VIN lead detail page and injects a right-side sidebar called "Smart Response." 2) Auto-context: Reads lead name, model/trim interest, and contact channel (email/SMS). 3) Action Cards: • "New Lead — Inventory Inquiry" → Previews email & SMS with [[stock_count]], [[model_trim]], [[cash_rebate]], [[apr_rate]], [[two_appt_options]] merged. • "Best Price" → Transparent price framing + appointment push. • "Trade■In Interest" → Appraisal + test drive combo. 4) One■Click Insert: Agent clicks "Insert to Email," text appears in VIN email composer; "Insert to SMS" for text reply. 5) Activity Logging: Extension posts an Activity note in VIN and schedules a follow-up task for 24h if no reply.

Sidebar Layout (Text Mockup)

```
[ Smart Response ■ Templates | Inventory | Incentives | Calls ]
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Lead: Sarah T. • Interest: 2025 Traverse RS • Status: New Lead
■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■
Template: New Lead — Inventory Inquiry Preview: "Hi Sarah, great choice — we have
[[stock_count]] in stock including the [[model_trim]]. This week there's
[[cash_rebate]] + [[apr_rate]]. Would Thursday 6:15pm or Saturday 10:30am work?" [
Insert to Email ] [ Insert to SMS ] [ Copy ]
■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■
Template: Best Price Preview: Price with incentive + appointment CTA [ Insert to
Email ] [ Insert to SMS ]
■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■
Footer: Cached inventory as of 2:14 PM • Subject to prior sale
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B) Outbound Call — Objection Handling Assist

1) Agent opens call in VIN; extension shows a floating "Call Assist" card. 2) Prompts: "Reassure → Offer low■commitment visit → Give two slots." 3) Tap■to■Speak: Agent clicks a suggested line which is copied for quick delivery. 4) Outcome: Agent clicks "Set Appointment," which posts to VIN and triggers confirmation template.

Call Assist Card (Text Mockup)

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[ Call Assist ] • Customer: "I'm just shopping." → "Totally understand — most
start that way. How about a quick 15■minute, no■obligation drive? Thursday 6:15 or
Saturday 10:30?" [ Set Appointment ] [ Copy Line ]
```

C) No Response Automation (24h)

1) Extension notices no customer reply in 24h (based on VIN activity timestamps). 2) Presents "Auto-Follow" card with preview from Smart Response Library. 3) One■click insert + schedule task for 48h escalation and optional manager touch at 7 days.

Auto-Follow Card (Text Mockup)

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[ Auto■Follow (24h) ] Preview: "Just checking in — didn't want you to miss out on
the Traverse. Incentives are still available. Want me to hold one for you Thursday
or Saturday?" [ Insert to Email ] [ Insert to SMS ] [ Snooze 1d ]
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D) Inventory & Incentives Tabs

Inventory tab lists matching VINs with photo, stock, status, price, and "Insert vehicle into email." Incentives tab shows cash/APR/expiry with "Insert into message." Both use a 15■minute cache with a 'stale' badge when exceeded.

Inventory Panel (Text Mockup)

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[ Inventory ] • C84474 — 2025 Chevrolet Traverse RS — In Stock — $57,999 (MSRP
59,915) Actions: [ Insert into Email ] [ Copy Stock# ] [ View Photo ] • C84471 —
2025 Chevrolet Traverse LT — In Transit — $51,990 Actions: [ Insert into Email ] [
Copy Stock# ]
```

E) Appointment Confirmation & Reminder

When an appointment is accepted, the extension posts the Appointment to VIN and provides a confirmation template. Day■of reminders can be inserted with one click.

Confirmation Template (Text Mockup)

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"Looking forward to seeing you Thursday at 6:15 PM. Your 2025 Traverse RS will be
ready — please bring your driver's license!"
```

Implementation Notes & Guardrails

• Works as an overlay; does not modify VIN pages beyond injected UI. • Permissions restricted to VIN Solutions and dealer inventory domains. • Graceful fallback if any external API is slow/unavailable; still push appointment CTA. • Training and roleplay drills recommended for rollout; measure lift versus baseline.

References

• Smart Response Library (20 scenarios) for templates, tokens, and escalation cadence. • Integration One■Pager for endpoints, tokens, SLAs, and cache rules. • Project Plan and Training Packets for KPIs and roleplay drills.