

# Step-by-Step Purpose Statement (BDC Staff Training Version)

## Why We're Doing This

- To help you book more appointments without extra work.
- To ensure every customer gets a fast, professional response.
- To reduce repetitive tasks so you can focus on live calls and real opportunities.

## What This Means for You

1. Faster responses – Emails/SMS are automatically drafted using live inventory + incentives.
2. Less manual typing – VIN Solutions tasks are auto-completed in the background.
3. Clear call guidance – AI gives you phone prompts (inventory + incentive + 2 appt options).
4. Consistent results – No matter the agent, the message is always personalized and appointment-focused.

## The End Goal

- More customers show up for test drives.
- You feel less overwhelmed by tasks.
- The BDC delivers stronger results with less effort.

■ Remember: AI isn't here to replace you — it's here to make every email, text, and call easier, faster, and more effective.