BDC Training & Roleplay: VIN Solutions vs. Generative AI

Scenario Example: Customer asks about 2025 Chevy Traverse.

VIN Solutions (Current):

'Thanks for calling about the Traverse. Yes, we have several available. Why don't you stop by?'

Weakness: Generic, avoids pricing, no urgency.

Generative AI Alternative (Future):

'We currently have 3 in stock, including the RS trim you viewed online.

Chevy is offering $1,500 cash back + 2.9% APR. I can reserve one for you — would Thursday or Saturday work?'

Strength: Personalized, transparent, urgency, appointment-driven.

Roleplay Instructions:

1. Pair up (customer + agent).

2. Run scenario first VIN style, then AI style.

3. Compare outcomes: Was appointment secured? Did agent feel more confident?