

# GenAI Inventory Integration — OnePager

Goal: Enable the Generative AI Alternative to read your live website inventory & incentives and inject them into email/SMS/call prompts while keeping all tasks and appointments inside VIN Solutions.

## Architecture (High Level)

Dealer Website/DMS → Inventory Feed Service (normalize/cache) → GenAI Response Engine → VIN Solutions (Activities/Tasks/Appts) → Email/SMS Gateway → Customer → Replies back to VIN. Incentives/Payments API connects to the GenAI engine for programs & APRs.

## Data Sources & Endpoints

Inventory Feed (Primary)	Method: GET /inventory.json (or XML), optional POST webhook on change. Fields: stock_number, vin, year, make, model, trim, status[in_stock in_transit sold], price, msrp
Incentives/Payments API	Method: GET /incentives?make=Chevrolet&model=Traverse&zip=03060. Fields: cash_rebate, apr, lease_cash, term, expiry_date, disclaimer.
VIN Solutions Touchpoints	Preferred: API/connector for Activities & Appts. Fallback: BCC to VIN dropbox email for message logs Writes: activity_note(html), lead_id, suggested_times, task_due_at, appointment(start/end).

## Template Tokens (map to Smart Response Library)

[[stock\_count]], [[model\_trim]], [[cash\_rebate]], [[apr\_rate]], [[two\_appt\_options]], [[primary\_photo]], [[vin]], [[stock\_number]] — used to personalize messages consistently.

## JSON Example — Inventory Item

```
{ "stock_number": "C84474", "vin": "1GCPKFEK4SG311872", "year": 2025, "make": "Chevrolet", "model": "Traverse", "trim": "RS", "status": "in_stock", "price": 57999, "msrp": 59915, "photo_url_primary": "https://dealer.site/photos/C84474.jpg", "updated_at": "2025-08-25T14:12:31Z" }
```

## Event Flow

1) New lead arrives in VIN. 2) GenAI pulls latest inventory + incentives. 3) AI generates email/SMS with two appointment options and logs the message as an Activity in VIN; followup task auto-created. 4) Customer replies; thread syncs to VIN. 5) If appointment accepted, AI posts Appointment to VIN and sends confirmation/reminder.

## Error Handling & SLAs

• If feed unreachable: serve from cache ≤15 min old; flag stale badge in message. • Price/availability mismatch: AI adds “subject to prior sale” and offers closest in-stock alternative. • Timeouts to OEM incentives: omit incentives line and keep appointment CTA. SLA: End-to-end compose + send target < 5 minutes from lead creation.

## KPIs to Track

Response time (avg, p90), % tasks auto-completed, appointment-set rate, show rate, replies per lead, attribution by incentive mention, inventory-based personalization coverage (% of messages with live tokens).

## Notes

This onepager aligns with the Smart Response Library’s “inventory + incentive + two time slots” pattern and the AI overlay approach that keeps all workflow inside VIN Solutions.