Gen-AI Inventory Integration - One-Pager

Goal: Enable the Generative AI Alternative to read your live website inventory and 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) -> Gen-AI Response Engine -> VIN Solutions (Activities/Tasks/Appointments) -> Email/SMS Gateway -> Customer -> Replies back to VIN. Incentives/Payments API connects to the Gen-AI engine for programs and APRs.

Data Sources and 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, mileage, body, drivetrain, ext_color, int_color, photo_url_primary, updated_at.
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 and Appointments. Fallback: BCC to VIN dropbox email for message logging plus light RPA for task creation. 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) Gen-AI pulls latest inventory and incentives. 3) AI generates email/SMS with two appointment options and logs the message as an Activity in VIN; follow-up 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 and 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), percent tasks auto-completed, appointment-set rate, show rate, replies per lead, attribution by incentive mention, inventory-based personalization coverage (percent of messages with live tokens).

Notes

This one-pager 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.