

Internal Strategy Memo: AI Sales Kiosk

Objective

Evaluate feasibility of deploying AI-driven kiosks to replace traditional sales, desk, and finance workflow at Quirk dealerships.

Concept

Customer-facing kiosk acts as self-checkout. Guides through vehicle selection, payment, trade appraisal, credit, and F&I.; Handles objections and offers finance vs lease options intelligently.

Integration

CRM: VIN Solutions + Fullpath integration for lead capture and follow-up. DMS: PBS integration for inventory sync, deal structuring, and contracting.

Finance Defaults

Finance: 20% down, 72mo @ 6.99%, 84mo @ 7.99%. Lease: 39mo, 15k miles, \$3,000 due, 6.99% APR or .00275 MF. System presents 2 finance + 2 lease options automatically.

Benefits

- Faster, transparent, customer-driven experience.
- Reduces staffing dependency.
- Consistent objection handling.
- Data sync with CRM/DMS for follow-up and compliance.

Challenges

- Compliance with lending & OEM programs.
- Cultural change in showroom workflow.
- Behavioral AI features (eye tracking, expressions) not yet production-ready.

Recommendation

Pilot the kiosk in one showroom. Measure customer satisfaction, deal cycle time, and close rate vs traditional process. If successful, expand deployment.