

## Quirk AI Smart Response Project — Target KPIs

KPI	Target
Appointment Conversion Rate	Increase by 15–20% within 6 months
Response Speed	Avg. response under 5 minutes
Efficiency	Reduce manual outbound tasks by 30%+
Customer Engagement	Improve open/reply rates by 10–15%
Process Compliance	95%+ VIN Solutions tasks completed on time