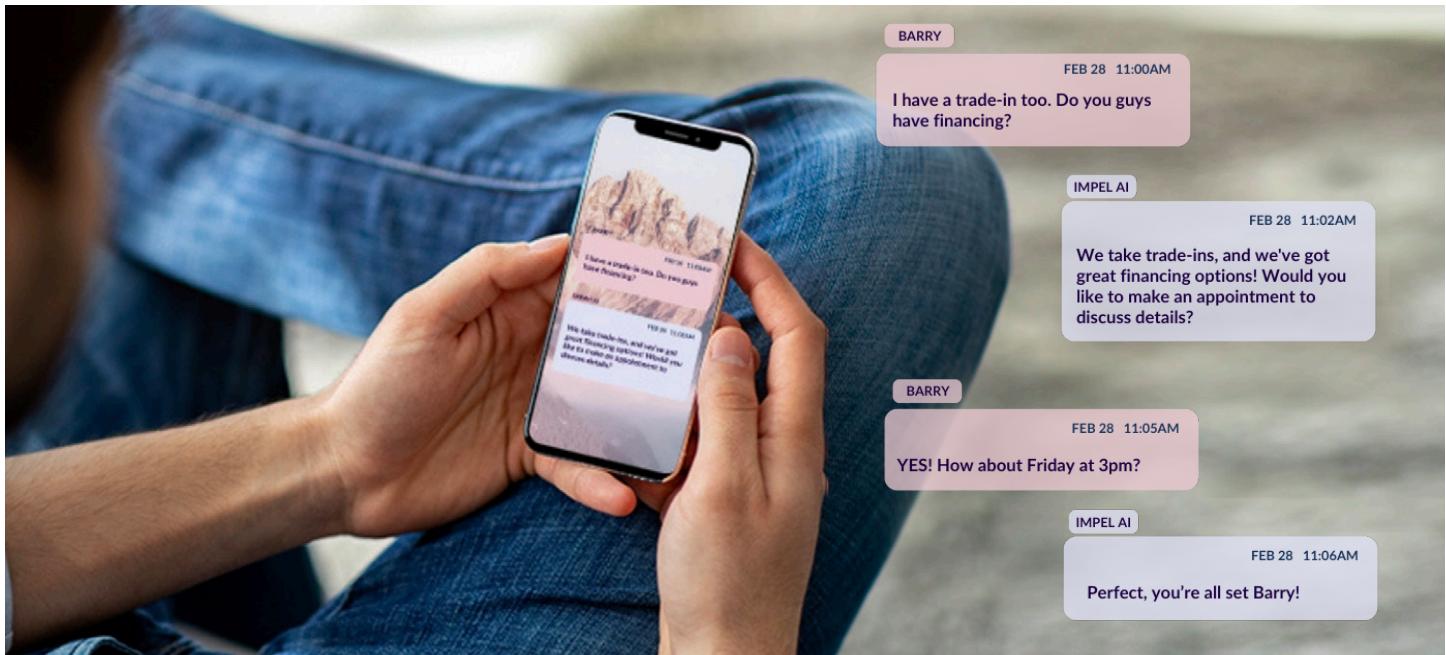


»» Chat AI

Turn shoppers into buyers with the auto industry's most advanced generative AI chat solution

Powered by state-of-the-art generative conversational AI technology and automotive-specific large language models, Chat AI is designed to turn vehicle shoppers into buyers. Chat AI's personalized, VIN-specific conversations and interactive content pre-qualify more customers without human intervention, lowering abandon rates and reducing the need to rescue chats. That means more appointments and more productive personnel. This is what next-generation chat looks like.



Deliver superior customer experiences — and better business results

- » Purpose-built to drive dealer and OEM business outcomes
- » Humanlike conversations powered by automotive-specific large language models
- » Automotive optimization and control layers mitigate jailbreaks and hallucinations

Greater operational efficiency with less human intervention

- » Delivers immediate responses and humanlike, highly engaging conversations
- » Answers complex inventory, financing, trade-in, and service inquiries
- » Schedules appointments right within the chat—and directly to your CRM
- » Full set of customization options to support dealership business practices and OEM brand standards

Sales AI Copilot

Exceptionally human AI that delights and converts more customers

Hyper-personalized, nuanced conversations. More appointments and conversions. Enhanced team productivity. Meet the industry's most powerful generative conversational AI platform.

Boost sales productivity, efficiency and results

- » Instantly engages online leads
- » Engages shoppers in true conversational dialogue via email and text
- » Intelligently handles VIN-specific questions, financing, and trade-in inquiries
- » Maximizes engagement with 100% lead follow-up for 51 days
- » Automatically schedules appointments in your CRM
- » Hands off ready-to-buy shoppers to your sales team

Jaia

I'm looking for a Ford with good gas mileage. Ideally a 2023 or newer with a maximum monthly payment of \$480.

Impel AI

The Ford Escape SE is known for its fuel efficiency, making it a great choice. We have lots of competitively priced Fords, however! Let's narrow down your search to these options.



Certified 2021 Ford
Escape SE w/ Cold
Weather Package
16,788 miles
\$21,888



Used 2022 Ford Escape
SE
12,995 miles
\$19,998



Certified 2023 Ford
Escape Platinum
3,883 miles
\$32,888

Jaia

Thank you! Love these - do I need to have a high credit score to get approved?

Impel AI

We've worked with customers with all kinds of credit to help them find financing options. You don't need perfect credit to get a car from us. A sales representative can discuss all the details with you.

Jaia

Thank you so much! My name is Jaia - my husband and I would like to come to see them around 6:00 PM tomorrow.

Impel AI

I've set up an appointment at 6:00 PM tomorrow, Jaia! We'll ensure you find a model that meets your needs for reliability and mileage during your visit. See you soon!



Tangible ROI for your dealership

- » Enables sales team to focus on high-value leads, relationship-building, and deal closing
- » Drives showroom appointments and live calls

 We have been very pleased with Impel and love the AI product in particular. With our unique dealer profiles in place, I am able to manage the best response times we've ever seen and the customer questions are being answered in a very professional manner. Our sales people are able to source the leads much more effectively and the after hours contact frees up my staff in evenings on their personal time. All the while the AI is setting appointments and answering questions. Next level tech to be sure! 

- Robert Melton, Director of Marketing & Operations Melton Sales | Chrysler, Jeep, Dodge, & Ram

Exclusive Automotive Optimization Layer and robust integrations protect against poor outcomes and AI hallucinations, while optimizing business results.

» Service AI

Drive service revenue and maximize customer lifetime value

Service AI enables dealers to solve the age-old problem of customer loyalty. Designed specifically for the automotive ownership lifecycle, Service AI enables dealers to enhance customer lifetime value throughout the ownership experience. With automated maintenance communications and real-time appointment scheduling based on sales and service history, service departments will experience enhanced customer retention, more service appointments, and greater operational productivity.



Personalized Outreach at Scale

- » Powered by state-of-the-art generative conversational AI and large language models purpose-built for automotive retailers
 - » Enhances service department revenue by increasing the lifetime value and repeat business of your customers
 - » Analyzes DMS sales and service history with AI predictive analytics to determine the right recommendation
 - » Hands off to service agent when human intervention is needed
 - » Fully optimized follow-up cadences to maximize customer re-engagement and recovery
- ✓ **Amplifies your team's productivity and efficiency, enabling them to focus on what they do best: delivering excellent service to customers in the service lane.**

AI-Powered Customer Lifecycle Management that Builds Retention

**First Service
Next Service
Declined Services
Recall
Abandoned Customers
State Inspection
Pre-CSI
Missed Interval
...and more**

We've been having record months lately with Service AI. In the last two months, we've seen over \$200,000 in incremental revenue from service, closed over 427 incremental ROs, saving us 501 equivalent labor hours, and over 500 abandoned customers have been brought back to us. Impel AI has freed up my people so that they can be more effective and get more accomplished with less stress. It's really enabled us to increase the bottom line.

- Rob Stewart, Business Development Manager, Ricart Buick GMC



AI Knowledge Bank

Best Practices Guide



Introduction

Congratulations on investing in your dealership with Impel, the industry's most advanced and complete AI Operating System. Impel's AI delivers high-quality customer interactions and sophisticated conversational capability from day one based on a wealth of automotive-specific training data. However, the Knowledge Bank (KB) is an essential component that will serve as the AI's primary reference for dealer-specific information.

The Knowledge Bank enables you to train your AI according to the unique aspects of your dealership. The more you invest in completing, updating, and expanding the KB, the more comprehensive and thorough the AI's responses will be regarding your dealership's particular services, processes, policies, and offerings. And that means even greater customer engagement that further enhances CSI and reduces unnecessary handoffs.

This guide distills best practices for effectively completing the Knowledge Bank, which is easy and intuitive to use, and is conveniently located within the AI dashboards.

Guidelines and Examples for Required Responses

- **Answer key questions marked with an asterisk* first.** These are the highest-priority questions to ensure effective operation. However, answering all questions is highly recommended and will only make your AI smarter.
- **Focus on accuracy over style.** The AI adapts KB content dynamically, so don't worry about perfect phrasing or tone, and there is no need to script answers. Just ensure the information is complete and accurate.
- **Provide clear, direct answers.** Always ensure your responses begin with a clear "yes" (when applicable) before offering additional context. When the answer is negative, always reframe the answer and offer an alternate solution.
- **Avoid asking questions of customers.** The customer is looking to you for answers, not more questions! Do not request more details (e.g. "can you provide your contact information?") from the customer before answering their questions first.
- **Use URLs wisely and update often.** Always provide context rather than just pasting any URL. The AI cannot extract details from external web pages—only from KB content. Be sure to update URLs if your website structure changes.
- **Do not include general dealership details.** Contact information, address, and hours of operation are automatically handled by the AI and do not need to be included in KB responses.
- **Leverage existing content.** Repurpose marketing materials, such as your website's "About Us" page, to provide accurate and consistent information.
- **Identify cases for human follow-up.** If a question requires dealership staff involvement, provide the most complete response you can, along with a prompt for further assistance, such as:
 - "Please contact our dealership for the most up-to-date information."
 - "A team member can provide additional details upon request."
 - "For personalized assistance, reach out to a dealership representative."
- **Update and expand the KB as needed.** If customers frequently ask questions that aren't well-covered, add new KB entries to improve response breadth and quality over time. The KB is flexible and can be updated in real time to better address customer inquiries.

By following these best practices, you'll ensure your AI delivers high-quality, informative responses that drive greater engagement and customer satisfaction.

Guidelines and Examples for Required Responses

Question **What financing options are available at the dealership?**

Direction Discuss programs, lenders/banks, financing terms (length), any accommodations provided for buyers in different financial situations, etc.

-  We offer financing with over 40 lenders, with terms ranging from 12 to 84 months. Financing options depend on different factors including down payment, mileage, and age of the vehicle.

-  We have many financing options available.

Question **How can I schedule a service appointment for my vehicle?**

Direction List all the possible ways customers can schedule a service appointment at your dealership, and provide a link to the scheduling page on your dealership website, if applicable.

-  We offer service scheduling over the phone, via email or on our website: <https://www.abcmotors.com/service-appointment>. Please reach out to us with your preferred dates and times, and we'll confirm your appointment details promptly.

-  <https://www.abcmotors.com/service-appointment>

Question **Do you accept trade-ins?**

Direction Confirm whether or not your dealership accepts trade-in vehicles, and also provide some context around the trade-in process, if applicable. If trade-ins are not accepted, mention other relevant ways your dealership accommodates customers.

-  Yes, we accept trade-ins! To get started, complete the online form (<https://www.abcmotors.com/trade-in>) or contact us directly, and we'll provide you with an evaluation and discuss how it can be applied toward the purchase of your next vehicle.

-  Yes, we take all types of trade-ins.

-  No, while we do not currently accept trade-ins, we can make other accommodations to support you in the buying process. Please inquire with our sales team for further details.

-  No, we do not accept trade-ins.

Managing Customer Questions

The following questions are required and represent the most commonly asked customer inquiries. In addition, you have access to over 130 predefined questions in the AI dashboard. If a question isn't listed, you can add a custom question and response.

SEGMENT	TOPIC	QUESTION
Service & Parts	Service	What are your service center hours?
	Service	What types of repair services do you offer?
	Service	Can I wait while my car is serviced?
	Service	Do you provide loaner vehicles, shuttle services, valet services, mobilelpair services, and/or pick-up/drop-off services?
	Parts	Do you sell tires or batteries?
	Discounts & Promotions	Are there any ongoing service promotions or discounts?
	Service	How can I schedule a service appointment for my vehicle?
	Service	Can I get updates on the status of my vehicle's service or repair?
	Parts	Can you tell me if a certain part is available and in stock?
	Parts	How much would it cost to replace a part?
General Information	General Dealership Information	Can you give me general information about the dealership?
	AI Assistant Information	Are you a bot or a human?
Sales	Financing	Can I finance the vehicle even if I have bad credit?
	Financing	What financing options are available at the dealership?
	Financing	Can you provide information on the interest rates for financing?
	Financing	How can I apply for financing?
	Trade-In	Do you accept trade-ins?
	Trade-In	How does the trade-in process work?
	Discounts & Promotions	Are there any ongoing promotions or discounts available at the dealership?
	Shipping	Do you offer vehicle shipping services?
	Warranty	What type of warranty is provided by the dealership?
	Warranty	What does the warranty cover?
	Leasing	Do you offer car leasing?
	Leasing	How does car leasing work?

Tailor Your AI Operating System for Maximum Performance

Purpose-built for auto retail, Impel AI delivers the most effective humanlike conversational experience in the industry. Now, AI Knowledge Bank amplifies that capability by making every conversation specific to your dealership. It acts as your customizable single source of truth—capturing your policies, services, and offerings to ensure each interaction reflects your unique value.

As you update or add new content, Knowledge Bank instantly syncs across every channel and conversation, delivering consistent, accurate responses that keep your team aligned and your customers informed – no matter how fast the market moves.

Benefits

- ✓ **Consistency** - Ensures accurate, uniform responses across all customer touchpoints and conversations
- ✓ **Agility** - Enables real-time updates and additions to keep pace with market changes
- ✓ **Engagement** - Increases customer interaction with even more precise, specific AI replies
- ✓ **Efficiency** - Reduces team workload by letting AI handle more detailed questions
- ✓ **Trust** - Builds customer confidence with reliable, up-to-date information

Real results from pilot dealers using the Knowledge Bank



35% increase in appointment set rates

When equipped with dealership-specific information, the AI booked even more appointments.



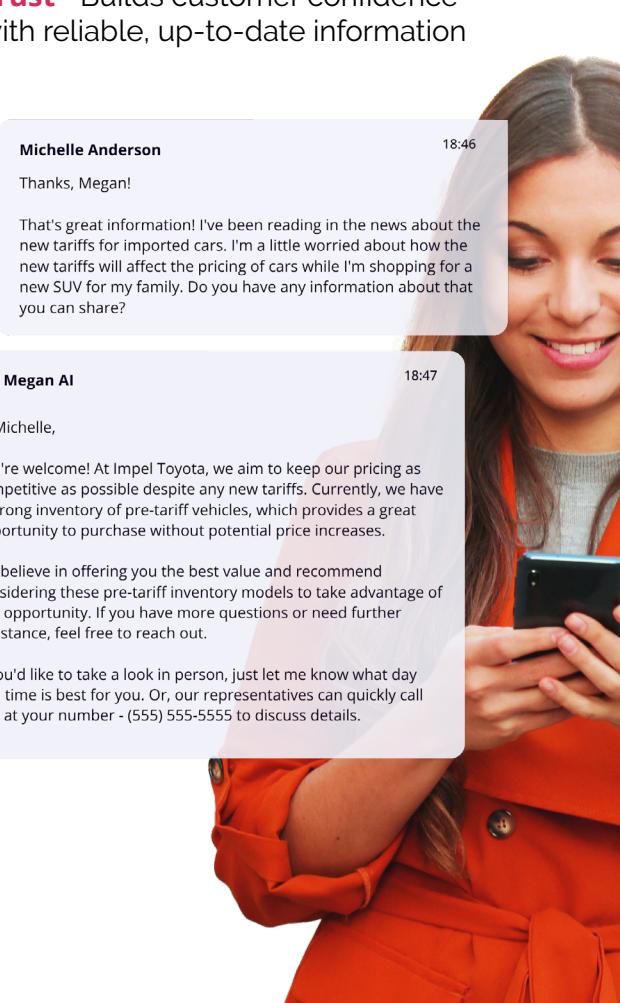
15% increase in total appointments

More AI-booked appointments resulted in greater opportunities for the dealership.



Nearly 10% reduction in human intervention

More detailed responses reduced the need to escalate to a team member.



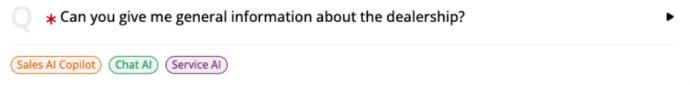
Best Practices for Completing KB Responses

1 Start with the required questions marked with an asterisk *

While we recommend completing all questions, these are the most frequently asked questions that have the biggest impact. You can then continue to expand over time for even greater results.

General information about dealership

* Questions with asterisk are mandatory and must be answered to onboard the product.

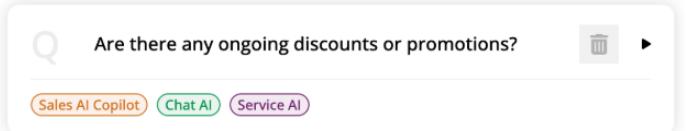


2 Leverage existing content

To streamline setup, use content already available on your website or internal resources. Common sources include:

- ✓ Vehicle and service specials
- ✓ Finance and warranty information
- ✓ "Why Buy" and "About Us" pages
- ✓ Service processes and information

Tip: While you may enter special offers directly, many dealers guide customers to pages for further information.



Yes, we always have special financing rates, and deals of the week on new, pre-owned and demo vehicles. To explore our latest, please visit <https://yourdealership.com/limited-time-offers/>

3 Provide clear, direct answers

Always ensure your responses begin with a clear "yes" (when applicable) before offering additional context. When the answer is negative, always reframe the answer and offer an alternate solution.



Yes, we offer courtesy loaner vehicles, complimentary Uber/Lyft services, and a shuttle service within a 10-mile radius. To learn more, please visit: <https://yourdealership.com/why-service-here/>

While we don't currently offer loaner vehicles, we provide convenient options like shuttle service within a 10-mile radius. To learn more, please visit: <https://yourdealership.com/why-service-here/>

4 Focus on accuracy over style

The AI adapts content dynamically, so don't worry about perfect phrasing or tone – there is no need to script answers. Just ensure the information is complete and accurate.

By following these best practices, you'll ensure your AI delivers high-quality, informative responses that drive greater engagement and customer satisfaction.

Need help? [View the full best practices guide](#) or reach out to your [Dealer Performance Manager](#).

SEGMENT	TOPIC	QUESTION
Information	Dealership	<p><i>Can you give me general information about the dealership?</i></p> <p><i>Why should I buy from your dealership?</i></p>
	Information	<i>Are you a bot or a human?</i>
Sales		
Financing		<p><i>Can I finance the vehicle even if I have bad credit?</i></p> <p><i>What financing options are available at the dealership?</i></p> <p><i>Can you provide information on the interest rates for financing?</i></p> <p><i>How can I apply for financing?</i></p> <p><i>Can I get pre-approved for a vehicle?</i></p> <p><i>Can I customize my deal?</i></p> <p><i>Can you tell me more about your financing center?</i></p> <p><i>Are there any special financing rates or offers currently available?</i></p> <p><i>What is the typical credit score requirement for obtaining financing?</i></p>
	Trade-In	<p><i>Do you accept trade-ins?</i></p> <p><i>How does the trade-in process work?</i></p> <p><i>Can I trade in my car if I still owe money on it?</i></p> <p><i>What factors determine the value of my trade-in?</i></p> <p><i>Will you still accept my trade-in even if my vehicle is in poor condition?</i></p>
	Promotions	<p><i>Are there any ongoing promotions or discounts available at the dealership?</i></p> <p><i>What are your dealer specials?</i></p> <p><i>What are the specials on pre-owned cars?</i></p> <p><i>What are the specials for new cars?</i></p> <p><i>Are there any discounts for military personnel?</i></p> <p><i>How can I find out about your current promotions?</i></p> <p><i>Are there any discounts for students?</i></p> <p><i>Do you offer any special deals for first-time buyers?</i></p>
	Taxes & Fees	<p><i>What extra costs are there besides the car price?</i></p> <p><i>Can you list out the taxes and fees I'll pay?</i></p> <p><i>Are there any hidden fees I should know about?</i></p> <p><i>What are the specific state or local taxes that I should be aware of? ,</i></p> <p><i>discounts or promotions?</i></p> <p><i>What are the taxes or fees related to vehicle registration and titling?</i></p>
	Negotiation	<p><i>Is the price of the car negotiable?</i></p> <p><i>Can I still bargain if there's a promotion?</i></p> <p><i>Can I get a better deal if I pay in cash?</i></p>

	<p><i>Can I negotiate the price?</i> <i>How much is the down payment?</i> <i>How much is the monthly payment?</i></p>
Hold Car / Deposit	<p><i>Can I put a car on hold?</i> <i>How much is the deposit to hold a car?</i> <i>How long can you hold a car for me?</i> <i>Is the deposit refundable?</i></p>
Test Drive at Home	<p><i>Do you offer the option to test drive a vehicle at my location?</i> <i>Can I have multiple vehicles brought to my location for test drives?</i> <i>Is there any cost associated with a home test drive?</i> <i>Do you have video walk-around?</i></p>
Shipping	<p><i>Do you offer vehicle shipping services?</i> <i>What is the cost of shipping a car?</i> <i>Can I arrange my own shipping?</i> <i>What is the estimated delivery time for a vehicle that's being shipped?</i></p>
Warranty	<p><i>What type of warranty is provided by the dealership?</i> <i>What does the warranty cover?</i> <i>How long does the warranty last?</i> <i>Can I purchase an extended warranty?</i> <i>Is the warranty transferable if I sell the car?</i> <i>Can you tell me the price of the warranty?</i></p>
Leasing	<p><i>Do you offer car leasing?</i> <i>How does car leasing work?</i> <i>What's the difference between leasing and financing?</i> <i>What is the mileage limit for leased vehicles?</i> <i>Can I buy the leased car at the end of the lease term?</i> <i>How long is the typical lease term?</i> <i>What are the upfront costs associated with leasing a vehicle?</i></p>
Selling Car	<p><i>Can I sell a car through your dealership?</i> <i>Do you buy used cars from customers?</i> <i>What documents do I need to sell my car?</i> <i>Do I need to buy a car from you if I want to sell my old one?</i> <i>Can I get an estimate for my car's value before selling it?</i></p>
Dealership Policies	<p><i>What is your return policy if I'm not satisfied with the car?</i> <i>Do you have a satisfaction guarantee?</i> <i>Can I cancel a purchase after signing the paperwork?</i> <i>Are there any fees for canceling a purchase?</i> <i>What is your privacy policy regarding customer information?</i></p>
Insurance	<p><i>Do I need to have insurance before buying a car?</i> <i>Can I get insurance through your dealership?</i></p>
Service & Parts	
Service	

*How can I schedule a service appointment for my vehicle?
Can I get updates on the status of my vehicle's service or repair?
What are your service center hours?
What types of repair services do you offer?
Can I wait while my car is serviced?
Do you provide loaner vehicles, shuttle services, valet services, mobile repair services, and/or pick-up/drop-off services?
Can you help me understand what a diagnostic code means?
How much does service cost?
What regular maintenance do you recommend for my vehicle?
How do I reschedule or cancel my service appointment?
How can I access my service history?
Do you offer financing options for service repairs?
Do you offer free diagnostics?*

Parts

*Can you tell me if a certain part is available and in stock?
How much would it cost to replace a part?
Do you sell tires or batteries?
How do I order a part or accessory for my vehicle?
What is your return policy on parts?*

Discounts & Promotions

*Are there any ongoing service promotions or discounts?
Do you offer any loyalty programs or prepaid maintenance plans?*

Warranty & Recalls

*Are there any open recalls on my vehicle?
What services are covered under my vehicle's warranty?
How can I extend my vehicle's warranty?*

Answer