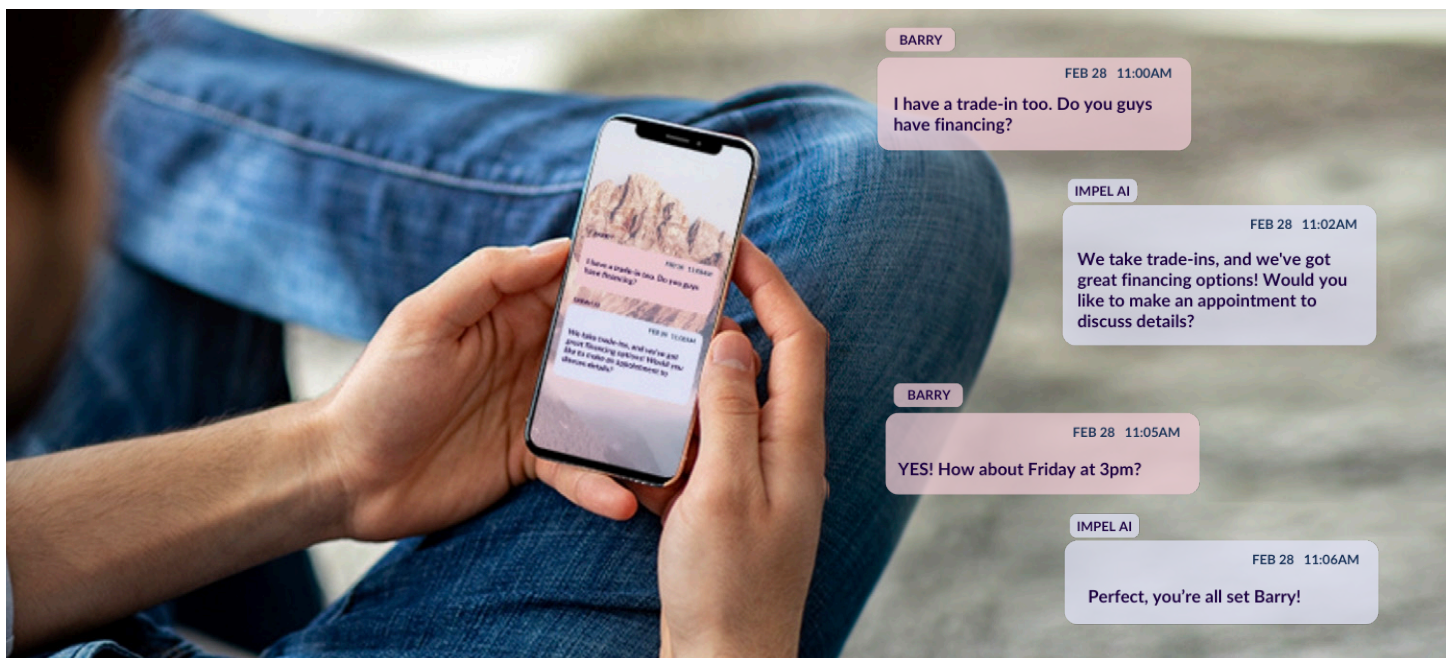# 》 Chat AI

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.

BARRY

FEB 28 11:00AM

I have a trade-in too. Do you guys have financing?

IMPEL AI

FEB 28 11:02AM

We take trade-ins, and we've got great financing options! Would you like to make an appointment to discuss details?

BARRY

FEB 28 11:05AM

YES! How about Friday at 3pm?

IMPEL AI

FEB 28 11:06AM

Perfect, you're all set Barry!

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

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

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	Used 2022 Ford Escape SE	Certified 2023 Ford Escape Platinum
16,788 miles	12,995 miles	3,883 miles
$21,888	$19,998	$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!

«

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.

impel.ai | info@impel.ai

Contact Now

» # 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.

Impel AI   JULY 10 11:02AM

Sara here from NewTown Ford. It looks like it's time to bring your Ford Focus in for its next service. Would you like me to help you schedule and appointment?

Renee   JULY 10 11:05AM

Yes! Thanks for the reminder. I forgot about that. How about tuesday at 11am?

Impel AI   JULY 10 11:06AM

All set Renee, we'll see you then!

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*