

Automotive AI Buyer's Checklist

Considering Automotive AI? We've distilled the learnings from Impel's work with thousands of dealerships and OEMs into a simple but powerful checklist that can help you evaluate and select the right Automotive AI solution.

Top Ten Enterprise AI Platform Requirements

- ✓ **Leverages Large Language Models** (LLMs) that are specifically tailored for automotive retail. Most open source models are not customized for auto dealership and OEM operations.
- ✓ **Automatically engages** in long-term follow up with content designed to maximize re-engagement throughout the customer lifecycle.
- ✓ **AI knowledge base** is continuously fine-tuned with industry-specific language model training and automotive customer data.
- ✓ **Features models** trained to achieve specific dealership outcomes such as setting showroom and service appointments, and handling trade-in and financing queries.
- ✓ **Offers deep data integrations** with existing dealer systems, including CRM, DMS, inventory feeds, website platforms, and scheduling software.
- ✓ **Communicates in multiple channels** including web chat, SMS text and email, identifying and appropriately leveraging each customer's preferred channel of communication.
- ✓ **Includes safeguards** for mitigating jailbreaks and hallucinations, eliminating undesirable or unacceptable responses.
- ✓ **Features customizable controls** that ensure OEM and dealer compliance, including policy guidelines, content filters, brand voice, and more.
- ✓ **Incorporates enterprise-grade security** protocols including SOC 2, TCPA, CCA, and GDPR compliance, and clearly defined infosec and data privacy processes.
- ✓ **Maintains customer engagement** from the first website visit to the last service appointment, and through to the next vehicle purchase.

Contact us to learn more about adopting and implementing AI successfully.