

»» Maximize Customer Lifetime Value with Impel AI

An AI-powered concierge solution that transforms the ownership experience, maximizing retention and service revenue.

With hyper-personalized conversational AI and automated lifecycle marketing, Impel AI enables dealerships to proactively engage, re-engage, and retain customers across the ownership experience. The net result? More service appointments and greater RO revenue.

Traditional Solutions

- ✗ Staff too busy to mine the DMS and engage in proactive outreach or follow-up
- ✗ Impossible to scale operations
- ✗ Patchwork of marketing and reminder tools are expensive and siloed
- ✗ "Race to the bottom" with generic email blasts and discounts
- ✗ Complicated scheduling processes lead to high abandon rates

Results: lost revenue, customer defection, wasted marketing spend, and a disjointed customer experience.

Impel AI

- ✓ Unlimited scale and continuous DMS mining
- ✓ Personalized and relevant communications, at the right time, in customer's channel of choice
- ✓ Automated outreach that builds loyalty at every stage of vehicle ownership
- ✓ Seamless, AI-driven scheduling increases appointments and revenue
- ✓ Free up service staff to deliver white-glove service and build relationships

Results: greater customer retention while increasing operational efficiency, enabling staff to focus on white-glove customer service that builds loyalty.

Impel AI Delivers Results

Business impact in the service drive



Based on the analysis of 50 dealerships, 100K+ customers, and 120K repair orders, customers who received Impel AI communications completed a RO 27% more often than those who received no communication.

Seamless AI integration with service schedulers increases appointments



Based on results of dealers before and after Impel AI integration with Xtime.

»» Impel AI Service Lifecycle Solution

The Service Drive of the Future is here

AI-driven, personalized outreach boosts service revenue

With continuous DMS mining and predictive analytics, AI-driven outreach delivers timely, relevant messages that keep your dealership top-of-mind and increase service revenue.

Seamless omnichannel communications drive engagement

Impel AI proactively reaches out to customers via email, SMS, and direct mail at every critical service interval, generating appointments and building retention. Dealers can also leverage on-demand capabilities to target specific customer audiences with relevant and personalized marketing communications, further enhancing engagement and increasing customer lifetime value.

Streamlined scheduling increases appointment set rates

Impel AI encourages and facilitates appointment scheduling. And with direct Xtime integration, customers receive a conversational scheduling experience to simplify scheduling, reduce abandon rates, and increase ROs.

Enhanced operational efficiency and revenue growth with automotive AI

Impel AI not only delivers more effective customer outreach without the need for staff intervention, but also takes on routine scheduling and administrative tasks—enabling service teams to focus on delivering in-person experiences that foster stronger customer relationships.

Impel AI helps you do more

Offload routine tasks to AI and focus on more impactful activities:

Nurture Customer Relationships

Deliver the white-glove service, personalized touches, and live conversations that build trust and foster customer loyalty.

Build Sales Pipeline

Leverage deep insights into customer engagement patterns, equity position, payment schedules, lease status, buyer scores, and more, to turn service interactions into future sales opportunities.

Leverage On-Demand Outreach

Target and engage specific customer segments with real-time communications for seasonal promotions, personalized offers, and more.



With proven results like a 27% lift in service ROs, Impel AI's end-to-end service solution doesn't just enhance your fixed operations—it transforms them. Invest in the future of your service drive with a solution designed to build customer loyalty, increase operational efficiency, and elevate the dealership customer experience.

Discover how Impel AI can help your team accomplish more.