

Chat AI

Turn interest into action with the auto industry's most advanced generative AI chat solution.

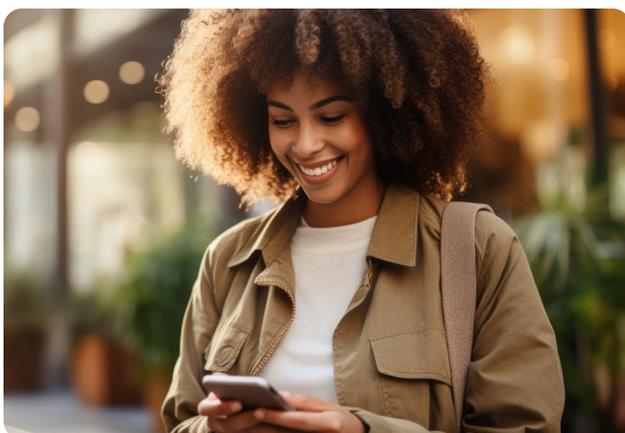
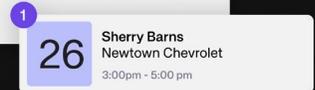
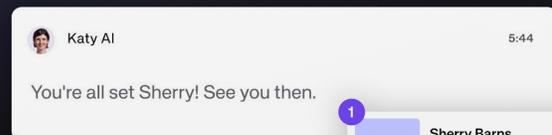
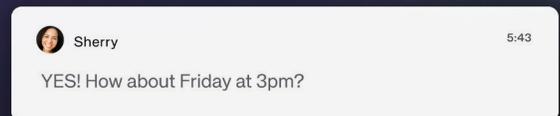
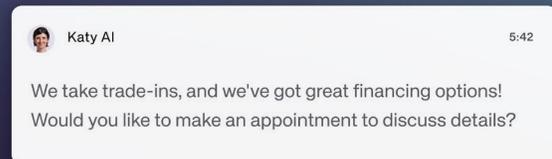
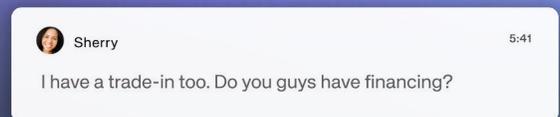
50% CO-OP ELIGIBLE



No more rescuing conversations or babysitting your webchat. Chat AI engages customers across sales and service—driving more showroom appointments, more ROs, and greater efficiency. With automated scheduling and immediate, personalized conversations that pre-qualify customers and reduce staff workload, Chat AI delivers a seamless experience and greater business results.

Deliver superior customer experiences and better business results

- Purpose-built to drive dealer and OEM business outcomes
- Humanlike AI powered by automotive-specific models and customer data
- Engages and qualifies customers independently, reducing human intervention
- Conversation Connect: Extends your chat experience across ads, emails, social media, and more—capturing interest and driving customers directly into conversation
- Intelligent notifications alert your team exactly when human support is needed and most impactful



Greater operational efficiency with less human intervention

- Schedules sales and service appointments in the chat via CRM and direct scheduler integration
- Authentic dialogue that drives greater engagement
- Answers complex inventory, financing, trade-in, and service questions
- Enables dealers to customize and tailor the AI to their unique offerings and policies

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Chat AI engages consumers with personalized conversations and interactive content designed to turn them into buyers and service customers. Chat AI responds 24/7 with accurate, VIN-specific details, engages customers in humanlike conversations, and schedules showroom and service appointments—setting dealers far apart from those still relying on contact center agents and script-based chatbots.



Traditional Chat Solutions

- Limited intelligence chatbots can't answer most questions
- Singular focus on capturing contact info creates customer frustration
- Long delays due to lack of live agent availability
- Slow response times drive high abandon rates
- Inconsistent agent knowledge and skills lead to a poor customer experience

Creates productivity drag on sales and service staff forced to rescue conversations and engage frustrated customers.



Chat AI

- + Immediate and intelligent 24/7 responses
- + Answers complex vehicle, financing, trade-in, and service questions
- + Humanlike interactions that drive higher engagement, more showroom appointments, and more service ROs
- + Optimized for the automotive customer journey and dealership business objectives

Increases operational efficiency with more pre-qualified leads and less human intervention required.

20-30% average increase in appointments set for dealers using Impel's Chat AI

2X higher engagement. Leads sent to dealer CRMs engage at twice the rate of leading live chat solutions

Source: Impel in-market pilot testing results, Aug-Dec 2024



“ Chat AI delivers highly qualified leads! Across our rooftops, 80-100% of Chat AI leads we receive in our CRM continue to engage in the sales process.

Barnes Crossing Auto Group

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The Chat AI difference drives results

Designed to drive automotive retail outcomes.

Chat AI delivers against dealer objectives, including lead information capture, showroom and service appointment scheduling, and deftly handling trade-in and finance questions.

Robust tech stack integration.

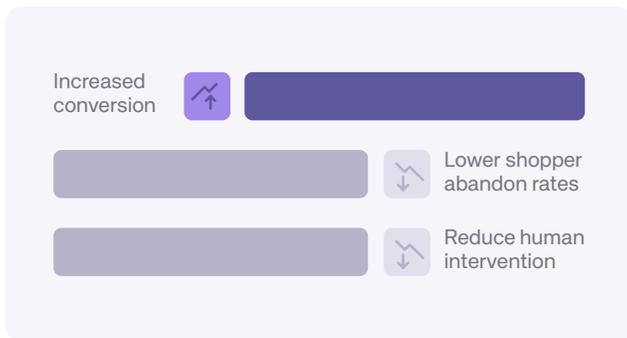
By integrating directly with dealership vehicle inventory feeds, CRM, content systems, and service schedulers, Chat AI delivers comprehensive and accurate information, drives appointment setting, and delights customers throughout the process.

Reduces need to rescue conversations and chase low-value leads.

Chat AI handles complex queries with nuanced, thorough responses that pre-qualify customers and move them efficiently toward appointments and calls. When human expertise is needed, intelligent notifications alert your team in real-time—keeping them focused on high-value activities like nurturing relationships, delivering great experiences, and closing deals.

Genuine conversations that earn customer trust.

Chat AI gives you control over lead capture while maintaining intelligent, contextually aware interactions. Whether you prefer upfront contact collection or a more conversational approach, Chat AI adapts to your strategy without sacrificing the nuanced, personalized experience that drives higher-quality conversions and builds genuine customer trust.



“Impel generates high-value appointments that turn into high-value sales and then long-term customer relationships. We’re able to contact more people with less effort, less labor costs, and the results show when the customers end up in the showroom.”

Branden Young,
General Sales Manager, Bush Auto Place

[Watch Testimonial](#)

Go further with Chat AI

Built for auto. Tailored for you.

Impel’s AI models are already purpose-built for automotive retail, driving the industry’s most effective conversational experiences. The AI Knowledge Bank amplifies that power by embedding your unique services and offerings into every interaction—syncing updates instantly across all channels. The result: AI that doesn’t just answer questions, but represents your business—and drives it forward.

Next-Generation Automotive AI

One unified, verticalized Automotive AI platform that delivers exceptional customer experiences and superior results for every area of your business.

Conversation Connect

Conversation Connect turns clicks into conversations—and conversations into opportunities—by connecting every dealer-owned digital property to Chat AI for real-time engagement.

- Integrates with any digital property: social media, digital ads, emails, VDPs, and more
- Instantly launches Chat AI on your dealership website from any digital channel
- Streamlines the path from interest to conversion
- Improves lead capture and qualification
- Enhances ROI across marketing campaigns



Source: Dealerships with four months of Chat AI and Conversation Connect usage, measured against their four-month pre-launch baseline

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Impel offers automotive dealers and OEMs the industry's first Automotive AI Operating System—the only fully integrated platform managing the complete customer lifecycle. Impel's Chat AI is the auto industry's most advanced and humanlike chat solution. Powered by state-of-the-art generative conversational AI technology and large language models tuned specifically for automotive retailers, Chat AI was purpose-built to support OEM and auto dealer business objectives. Chat AI engages consumers with personalized VIN-specific conversations and interactive content designed to delight consumers and turn them into buyers and service customers.

50% CO-OP ELIGIBLE

FEATURE	Price \$899
Humanlike conversations powered by a proprietary blend of foundation large-language models and domain-trained AI	✓
Immediate engagement with VIN-specific and dealer-specific replies	✓
Effectively answers complex inventory, financing, trade-in, and service inquiries	✓
Intelligent notifications alert your team exactly when human support is needed and most impactful and shares service scheduling links in conversation	✓
Designed to drive successful OEM and dealer outcomes	✓
Schedules sales and service appointments in the chat via CRM and direct scheduler integration	✓
Conversationally guides customers toward showroom appointments and contact information capture	✓
Features dynamic Quick Reply options that are presented based on conversational context for faster time to resolution	✓
Hands off pre-qualified, high-value shoppers to sales or service staff	✓
Automotive optimization and control layers mitigate jailbreaks and hallucinations	✓
Enables dealers to customize and tailor the AI to their unique offerings and policies	✓

Built for Automotive Retail

Impel's generative conversational AI technology features a proprietary Automotive Optimization Layer that leverages industry-specific language model training and fine-tuning based on more than 200 million automotive customer interactions and first-party behavioral data. Powered by a mix of proprietary models and deep system integrations, Chat AI is optimized for driving auto retailer business outcomes. The AI Knowledge Bank amplifies this foundation by embedding your dealership-specific policies and offerings into every conversation, syncing instantly across all channels—delivering AI that represents your dealership and helps drive it forward.

Onboarding & Training

Our implementation specialists will ensure a successful launch, working with your team to get you up and running in no time.

Performance Management

Your dedicated Performance Manager will be with you every step of the way, ensuring that Chat AI drives meaningful business results.

Monitoring & Reporting

With Impel's automated monitoring, reporting, and interactive AI dashboard, you'll have the information you need to drive true accountability and higher performance.

Technical Support

Our experienced product and technical specialists are available to handle any issues or questions that arise so that your business performance never skips a beat.