The Industry's Most Advanced AI Operating System

Now integrated with FordDirect's CJP

FORDDIRECT – PRODUCT – PARTNER

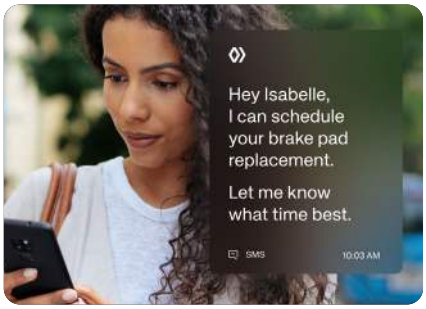
100% Co-Op Eligible

Powered by a direct integration with Impel AI, Ford Dealers and Lincoln Retailers can now leverage FordDirect's Customer Journey Platform to deliver hyper-personalized experiences at every stage of the customer lifecycle.

Chat AI

Human-like webchat for your digital showroom

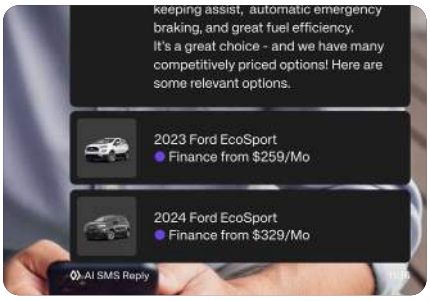
A true conversational experience that drives more sales and service appointments.



Service AI

Intelligent service outreach and scheduling

Enhance customer loyalty and generate more appointments and ROs.



Sales AI

24/7 sales support for every online lead

Humanlike, hyper-personalized conversations that drive more conversions and showroom appointments.

Voice AI

Never miss a moment. Never miss a customer.

Always-on service call capture, SMS scheduling, and instant escalation when it matters

26% lift in internet lead close rates	27% increase in appt. set rates	26% more ROs from existing customers	+95 more ROs on avg. per dealer

Actionable Insights That Drive Staff Performance

Buyer Detection Score:

Identify customers most likely to purchase or service a vehicle

Engagement Details:

Understand individual shopper and customer needs

Next-Generation Automotive AI

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

Seamless Platform Integration

Impel AI works smoothly with your existing systems for maximum operational efficiency, and staff adoption.

Immediate ROI

Your AI goes to work immediately, amplifying your teams' productivity and working with them to deliver white-glove experiences at every touchpoint.

> We've been able to continue to scale growth while maintaining our staffing levels across service and sales departments. And we've been able to uncover more opportunities to sell and service more vehicles. It's just an incredible solution every dealership needs to have.

Christopher Legg,

Digital Marketing & Performance Manager, Ourisman Automotive Group

See the auto industry's most advanced AI Operating System

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Impel AI