

# Chat AI

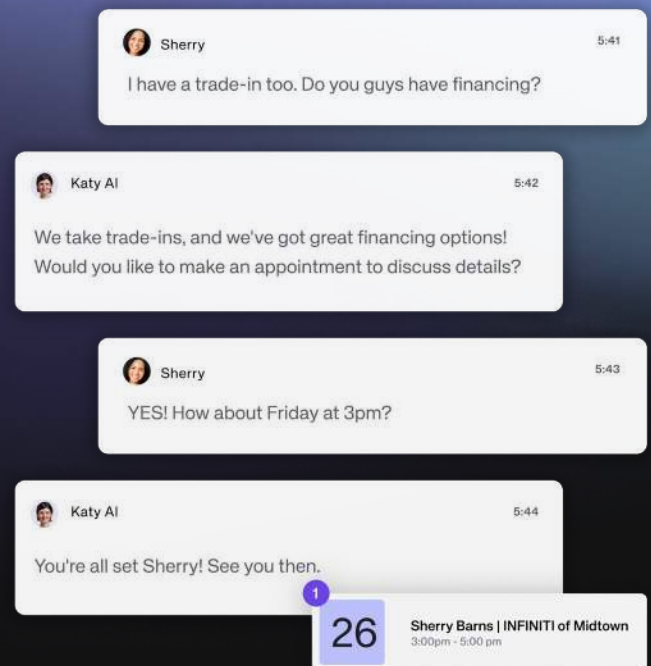
Turn interest into action with the auto industry's most advanced generative AI chat solution.



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.

## Deliver superior customer experiences and better business results

- Purpose-built for automotive dealers and OEM business outcomes
- Engages and qualifies customers independently across sales and service — reducing the need for human intervention
- Conversation Connect extends your chat across ads, emails, social media, VDPs, and more — capturing interest wherever customers are
- Schedules sales and service appointments directly via CRM and scheduler integration
- Intelligent notifications alert your team exactly when human support is needed and most impactful
- Fully configurable AI Knowledge Bank embeds your dealership's voice, policies, and offerings into every interaction



Increased conversion



Lower shopper abandon rates



Reduce human intervention

20-30%

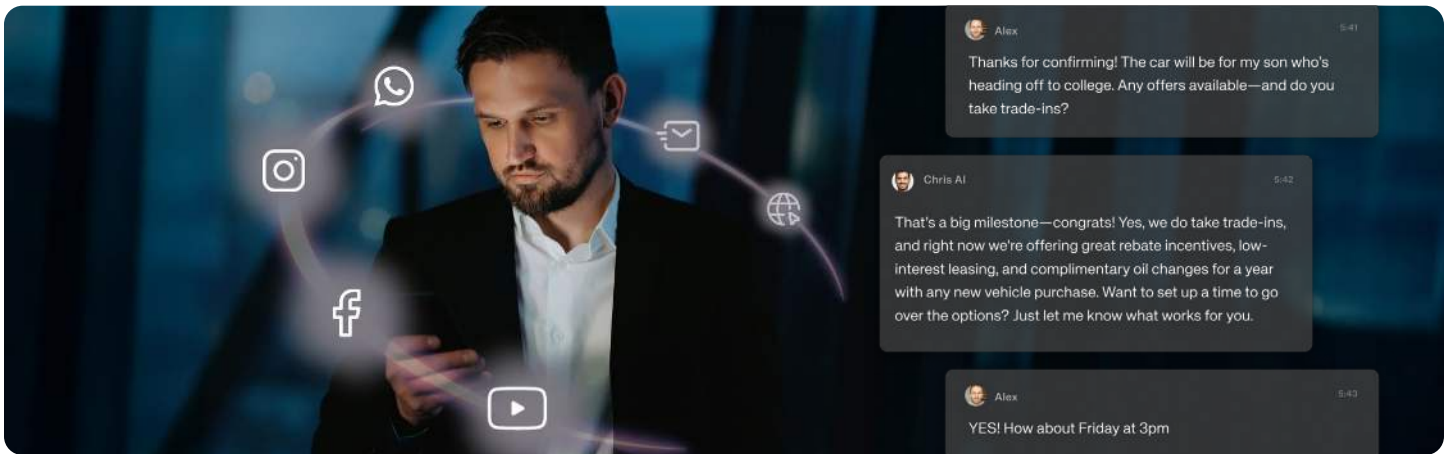
average increase in appointments set for dealers using Impel's Chat AI

2X

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

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## Conversation Connect

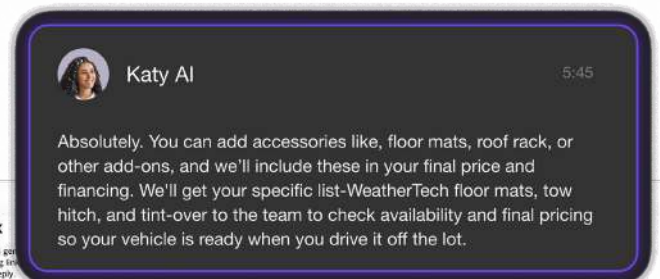
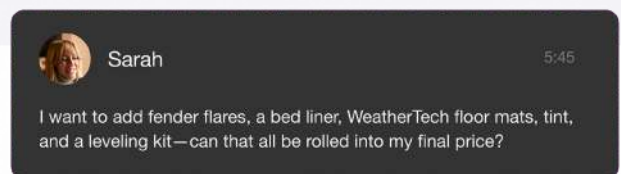
Conversation Connect turns clicks into conversations—and conversations into opportunities—by connecting every dealer-owned digital property to Chat AI for real time engagement.

- 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

**55%**  
increase in chats

**33%**  
increase in customer  
information capture

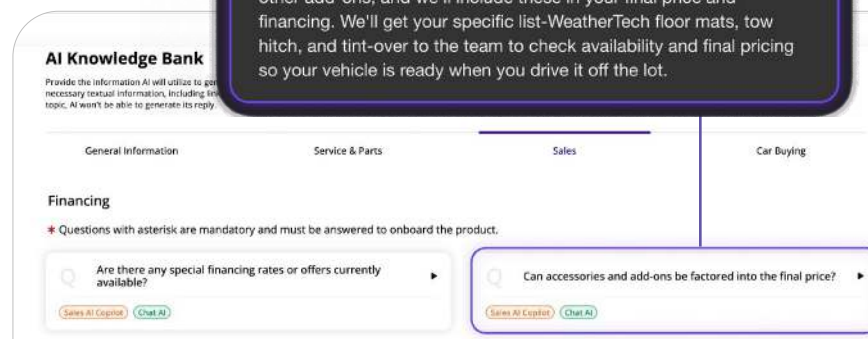
**20%** increase in AI-set appts.



**+35%** Response Rates

**+15%** AI-set Appointments

**-10%** Staff Handoffs



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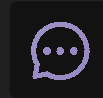
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## Traditional Chat Solutions

- 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.



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.

**Automotive Group**

**Exclusive Preferred Pricing  
for INFINITI Retailers**

**Chat AI  
\$950**

**Sales AI  
\$1,949**

**Exclusive Package Price  
\$2,500**

Connect with your dedicated INFINITI Strategy Team at [INFINITI@impel.ai](mailto:INFINITI@impel.ai) to activate Automotive AI for your dealership.