

# CONNECT AUTOMOTIVE INTELLIGENCE

Data-driven customer  
insights, powered by  
artificial intelligence.

VinSolutions  
**Connect**  
*Automotive Intelligence*

VinSolutions  
Make every connection count.

## KNOW WHAT YOUR CUSTOMER WANTS BEFORE THEY WALK THROUGH THE DOOR.

90% of customers today want a unique, personalized car-buying experience. To meet these customer expectations, dealerships are doing their best to find relevant, personal insights in the customer data stored in their CRM. But customers are doing more online research than ever before, producing more and more data with every click. As a result, dealers now have more data than they could ever possibly analyze or act upon on their own.

VinSolutions Connect Automotive Intelligence solves this problem by using artificial intelligence to aggregate and analyze customer data from the Cox Automotive family of solutions, a network that touches 75% of vehicle transactions in North America. Connect Automotive Intelligence turns data from VinSolutions Connect CRM, Dealer.com, Autotrader and Kelley Blue Book into meaningful, actionable and easy-to-access insights that create instant relevancy.

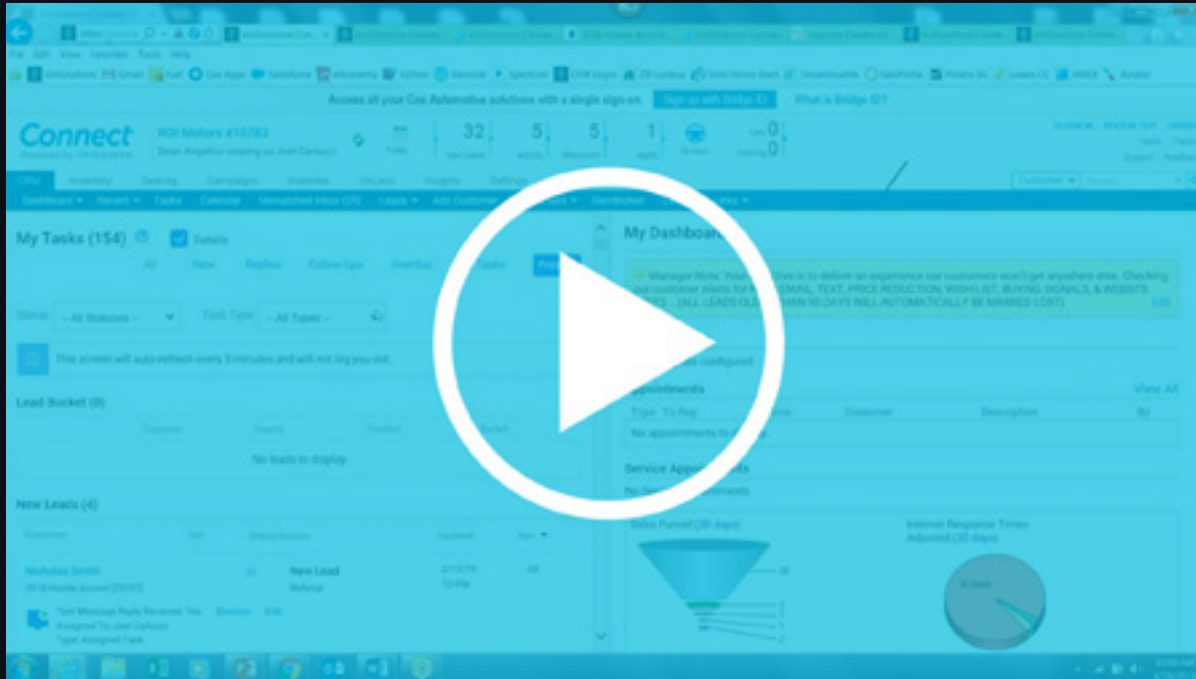
**DEALER.COM**



**Kelley Blue Book**

**Autotrader**

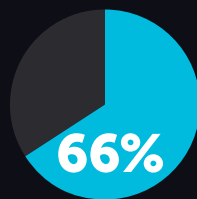




## Buying Signals

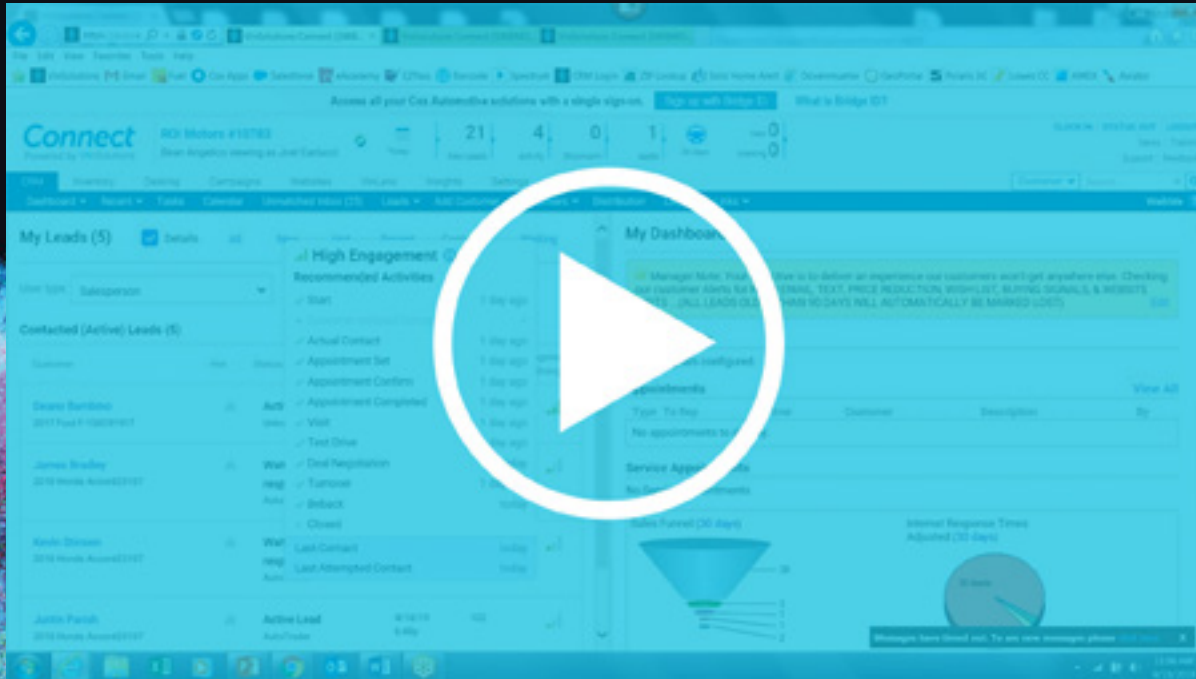
With Connect Automotive Intelligence, dealers can see which customers are likely looking to buy—before that customer submits a lead online or calls the store. By analyzing customers' online behavioral data, including their aggregated search history across Cox Automotive websites, Connect Automotive Intelligence provides dealerships with insights on who is likely in the market and what they are likely in the market for.

Using a customer's browsing behavior data, Connect Automotive Intelligence builds a profile within Connect CRM's customer dashboard, including desired make and model, payment and price range. Armed with this information, dealerships can speed up deal closing and improve customer trust.



of dealers agree that artificial intelligence can help identify in-market customers.

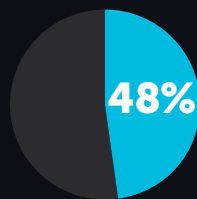




## Engagement Strength

The Engagement Strength feature of Connect Automotive Intelligence uses a sophisticated data model to analyze salespeople's lead activity while showing which key steps of the buying process have taken place and which leads are trending up or down. The Engagement Strength indicator, which is displayed on the leads page of Connect CRM, shows dealers at a glance how well their salespeople are interacting with their customers. Perhaps more importantly, Engagement Strength prevents quality leads from slipping through the cracks by helping dealership focus efforts on prospective buyers that are close to being lost.





of dealerships agree that artificial intelligence can enhance customer relationships and improve CSI.

## Sentiment Analysis

Using automated text analysis and artificial intelligence, the Sentiment Analysis feature of Connect Automotive Intelligence gives dealers a quick read on their customers' feelings about their interactions with salespeople. The tool analyzes inbound SMS and email messages to identify signals of a customer's sentiment and intent. Using the tool, dealerships can stay on top of high priority messages and avoid having communications fall through the cracks.

All sentiment data is aggregated into the Sentiment Analysis dashboard where managers can view positive, negative and neutral communications by salesperson. When dealers know which relationships are trending positively and which ones are trending negatively, they can keep their salespeople accountable while also uncovering opportunities for coaching and training. Most importantly, the dashboard can help them identify sales opportunities, resolve customer issues and nurture relationships.

Learn more at [VinSolutions.com/AI](https://www.vinsolutions.com/AI).



Sources:

Cox Automotive Insights, January 2017.

Future of Digital Retail Study, Cox Automotive, 2018.

MarketVision Research Cox Automotive Communities, February 27th-March 6th, 2019 with n=241 dealers.