

## Automotive Intelligence

### What is it?

Connect **Automotive Intelligence (AI)** is an artificial intelligence solution that aggregates and analyzes customer data across multiple platforms to create instant relevancy between your dealership and your customer. In layman's terms, AI will help uncover deals using your CRM's customer data and your customers shopping behavior across your website, KBB, and AutoTrader. Based on your customer's data, shopping behaviors and level of engagement AI can intelligently predict where your customers are in the buying process. Currently there are 3 key areas of AI **Buying Signals, Engagement Strength** and **Automotive Intelligence Dashboard** that will help you uncover new deals and prevent potential lost deals.

## Buying Signals

### Monitor your customer's online shopping behaviors

Buying Signals are tasks that appear on the **Tasks** page identified by a lightbulb. These tasks allow the user to monitor the customer's footprint on your dealership's website, KBB, and AutoTrader. A user can view what pages and the length of time a customer spent on the dealer's web site, what vehicles were viewed and searched for on AutoTrader, and even what estimated trade values were given on KBB. Using this information a user can strategically contact a customer and have an intelligent conversation that can lead to an appointment.

Mary Sample

2015 Honda Accord [22838]

Delivered

DMS Sales

5/23/19

8:54a

1415

New Buying Signal is available: Actively Shopping. Interests: Honda. Complete

Assigned To: Kevin Mullins

Task Type: Lead

**Tip:** To view a Buying Signal visit the **Tasks** page and click directly on the "lightbulb".

Christopher Edington

Not in Market. Interests: Honda, New. Updated 5 hours ago

Buying Signal ⓘ

Not in Market

Not Shopping

Browsing

Actively Shopping

Ready To Buy

Extremely Likely

Primary Interest:

Make is more important than Bodystyle

Make:

Honda

Extremely Likely

Inventory Type:

New

Extremely Likely

Mileage:

10K - 20K

Very Likely

BodyStyle:

Sedan

Very Likely

Model:

Honda Pilot

Likely

Price:

\$20K - \$25K

Likely

Online activities ⓘ

Friday, June 5th

Research

USED 2019 Honda Accord

10:21 am

## Customer data is broken down in to 3 categories

Section	What It Shows
Buying Signal	Shows if the customer is actively shopping, ready to buy, already bought or simply browsing. You will also see an indicator showing how likely the customer will make a purchase based on their shopping behavior.
Interests	Shows and ranks what your customer is looking for based on collected data across your website, KBB, and AutoTrader.
Online Activities	Shows a complete footprint of your customers online shopping and research. Will be displayed on a timeline allowing the user to click in to for more information.

Christopher Edington

**Buying Signal** ⓘ

Not in Market Not Shopping Browsing Actively Shopping Ready To Buy **Extremely Likely**

Not in Market Not Shopping Browsing Actively Shopping Ready To Buy **Extremely Likely**

**Interests** ⓘ

Primary Interest: Make is more important than Bodystyle

Make: Honda **Extremely Likely**

Inventory Type: New **Extremely Likely**

Mileage: 10K - 20K **Very Likely**

BodyStyle: Sedan **Very Likely**

Price: \$20K - \$25K **Likely**

**Online activities** ⓘ

Friday, June 5th

**Research** USED 2019 Honda Accord 10:21 am  
kbb.com

Thursday, June 4th

**Vehicle** USED 2009 CHEV CHEV150 07:01 pm  
autotrader.com

## Engagement Strength

### Evaluate interactions to measure the engagement of a salesperson with a CRM lead

AI's Engagement Strength indicator uses advanced algorithms to determine how close your customer is to making a purchase based on their level of engagement and shopping behavior. Engagement Strength's measurement analyzes communication, negotiation, and sales actions to place a customer in a Low, Mid, or High state. This information can be used to make sure we close deals with High engaged customers and move Low engaged customers closer to a sale.

**Mary Sample**

2015 Honda Accord [22838]

New Buying Signal is available: Actively Shopping. Interests: Honda. **Complete**

Assigned To: Kevin Mullins

Type: Lead Task

**Delivered**

DMS Sales

5/23/19 8:54a

1415

**High Engagement** ⓘ

**Recommended Activities**

- ✓ Start 14 days ago
- ✓ Customer Initiated Contact 14 days ago
- ✓ Actual Contact 14 days ago
- ✓ Appointment Set 2 days ago
- ✓ Appointment Confirm 9 days ago
- ✓ Appointment Completed 2 days ago
- ✓ Visit 14 days ago
- Test Drive -
- Deal Negotiation -
- Turnover -
- ✓ Beback 2 days ago
- Closed -

Last Contact 2 days ago

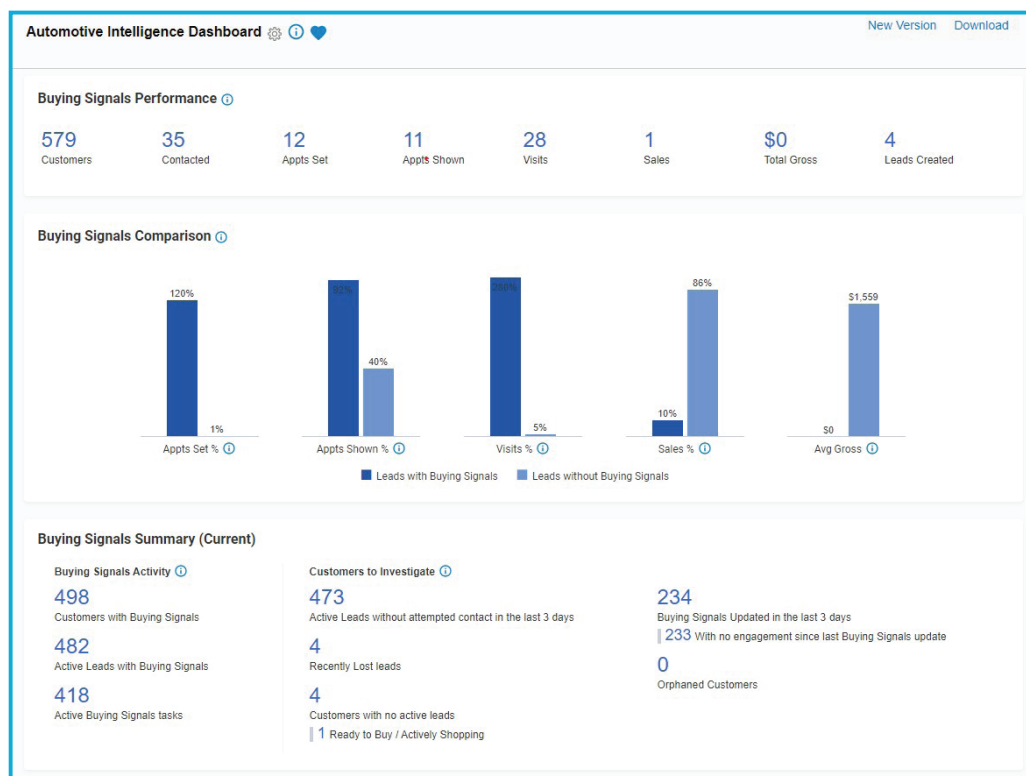
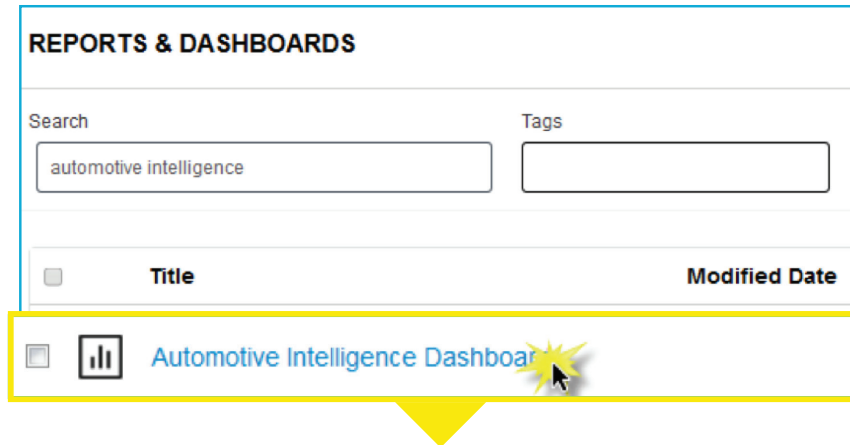
Last Attempted Contact 2 days ago

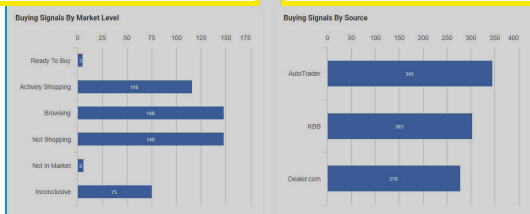
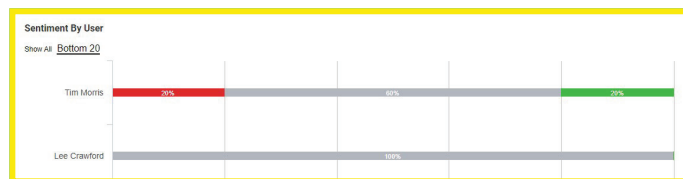
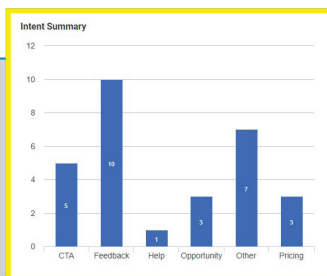
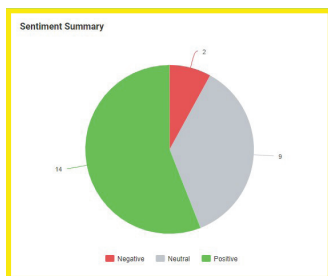
**Tip:** Engagement Strength can be found next to a customer on the Tasks or Leads page. Click on the Engagement Strength indicator to expand the engagement activities. This also reveals which recommended next steps to take to move a customer closer to a sale.

# Automotive Intelligence Dashboard

Analyze text messages and emails to understand customer sentiment and intent




The AI Dashboard analyzes all inbound Emails and Text Messages sent from your customers to detect buying opportunities, customer feedback, pricing inquiries, and various calls to action. The information found on this extensive report gives you a quick snapshot of the communication from your customers allowing you to identify opportunities to sell and even save. To access the Automotive Intelligence Dashboard go to **Insights** then search for "Automotive Intelligence".





Section	What It Shows
Sentiment Summary	Shows a complete breakdown of Positive, Negative and Neutral communication sent to dealership.
Message Sentiment By User	Shows Sentiment breakdown of Positive, Negative, and Neutral communication sent to user.
Intent Summary	Shows a categorization of customers and messages by Call To Action, Pricing Inquiry, Feedback, Opportunity and Other.

**Tip:** Click on to each section to display a list of customers and their messages. You can quickly scan these messages to identify opportunity, potential loss of sale, and coaching opportunities.

Communication Log   															New Version	Download
Row Count: 2 Leads Contacted: 1																
Dealer	User Group	User	Customer	Activity Date	Direction	Comm Channel	Comm Type	Sentiment Category	Intent	Interaction Result	Lead Type	Lead Status	Lead Source	Lead Created Date	Message Content	Text Attachment
ROI Motors	Admin	VINDEMO Manager	Christopher Edington	05/12/2020 07:08 AM	Inbound	Email	Sales	Positive	Pricing		Internet	Out of market	Accelerate Dr - Dealer.Com - Deal	02/11/2020 08:52 AM	Thank you for the info. Love it!! NOW WHATS YOUR BEST LEASE DEAL ON THIS??? 36 MO. 15K miles per year: Christopher Edington Director, Outside Sales VinSolutions 5700 Broadmoor, Mission, KS 66202 m: 913-213-4939 From: VINDEMO Manager &lt;it.VINDEMOmanager@vautotestacct.motorsnap.com> Date: T	
ROI Motors	Admin	VINDEMO Manager	Christopher Edington	05/15/2020 08:53 AM	Inbound	Email	Sales	Positive	Feedback		Internet	Out of market	Accelerate Dr - Dealer.Com - Deal	02/11/2020 08:52 AM	Thank you for the info. CE Christopher Edington Director, Outside Sales VinSolutions 5700 Broadmoor, Mission, KS 66202 m: 913-213-4939 From: VINDEMO Manager &lt;it.VINDEMOmanager@vautotestacct.motorsnap.com> Date: Friday, May 15, 2020 at 9:51 AM To: "Edington, Chris (CAI - Wilmington)&	