

# The fastest, easiest way to convert internet leads into sales

## What

- The Conversica Automotive Sales AI Assistant is software that automatically contacts and engages all your Internet leads via two-way email or SMS text messaging with Artificial Intelligence (AI)

## How

- Initiates and manages personal one-to-one email or SMS text conversations with all your Internet leads
- Interprets replies from leads and automatically alerts a sales rep the minute the lead demonstrates intent to buy
- Shows lead follow-up and response and details of every conversation, so you can be sure no lead is ever dropped

## Why

- Prioritizes leads so your sales reps can be more effective
- Increases the number of leads each sales rep can manage
- Significantly improves the quality of leads assigned to sales reps so they can focus on selling and closing buyers
- Deepens the connection with potential customers and boosts dealership satisfaction scores
- Delivers unique insights into sales team Effectiveness



## Automatically contact and engage Internet leads with Conversica®

Contacting and engaging leads takes time, effort and close monitoring. But that's just not possible for the typical sales team when there are hundreds or thousands of leads to work each month. Even the best sales reps can only dedicate a handful of emails and calls to a lead before moving on. Not surprisingly, good opportunities get dropped.

Now you can leave first contact to Conversica®, freeing your sales reps to close deals. Conversica starts engaging leads within minutes and continues to engage and nurture until the lead is converted into an opportunity or the lead drops out – which could be in one day, a few months or even a year.

The Conversica Automotive Sale AI Assistant delivers valuable information to your business development center or Internet sales department. Details from the AI conversation prepares your sales reps to engage a hot lead when, where and how the person prefers. Best of all, Conversica always engages, responds and ensures your sales team has followed up with every lead that demonstrates intent to buy.

If your dealership is buying leads, Conversica increases your return on investment (ROI) by closing the gap between traditional automation tool and one-to-one sales calls. Conversica hands over hot leads at the instant they are ready to buy so your reps can focus on selling and closing real opportunities instead of chasing dead leads.

## How to use Conversica for lead conversion

Conversica can handle thousands of leads at one time – even daily – and can multitask better than your best sales rep. You can use Conversica to:

- Contact and qualify leads instantly
- Engage leads and qualify their intent by asking questions in two-way conversations
- Mine stale leads for new sales opportunities
- Cross-sell and upsell to past customers

Conversica can help improve your brand reputation by emailing satisfied customers or encouraging them to leave positive comments.

### Subscription, implementation and ongoing management

Conversica is a cloud-based application which requires no onsite installation. Better still, our subscription service can be used as a standalone or integrated with a CRM application.

Conversica AI Assistants come with many built-in conversation types. The graphical user interface is easy to use and without compromising the power and flexibility of what it can accomplish. Our engineering and data science teams make sure that the conversations perform well, so you can focus completely on the purpose of each conversation.

### Skills to Support your sales efforts from day one

The Automotive Sales AI Assistant has many different skills. Skills drive the types of conversations the AI Assistant can have with a lead. Skills are groupings of conversations of similar type and with similar goals. Your Sales AI Assistant has the following skills:

- Engage new auto demand
- Cultivate early showroom interest
- Activate unresponsive auto demand
- Post-sale engagement

### For more information

See for yourself how Conversica is revolutionising sales conversion management.

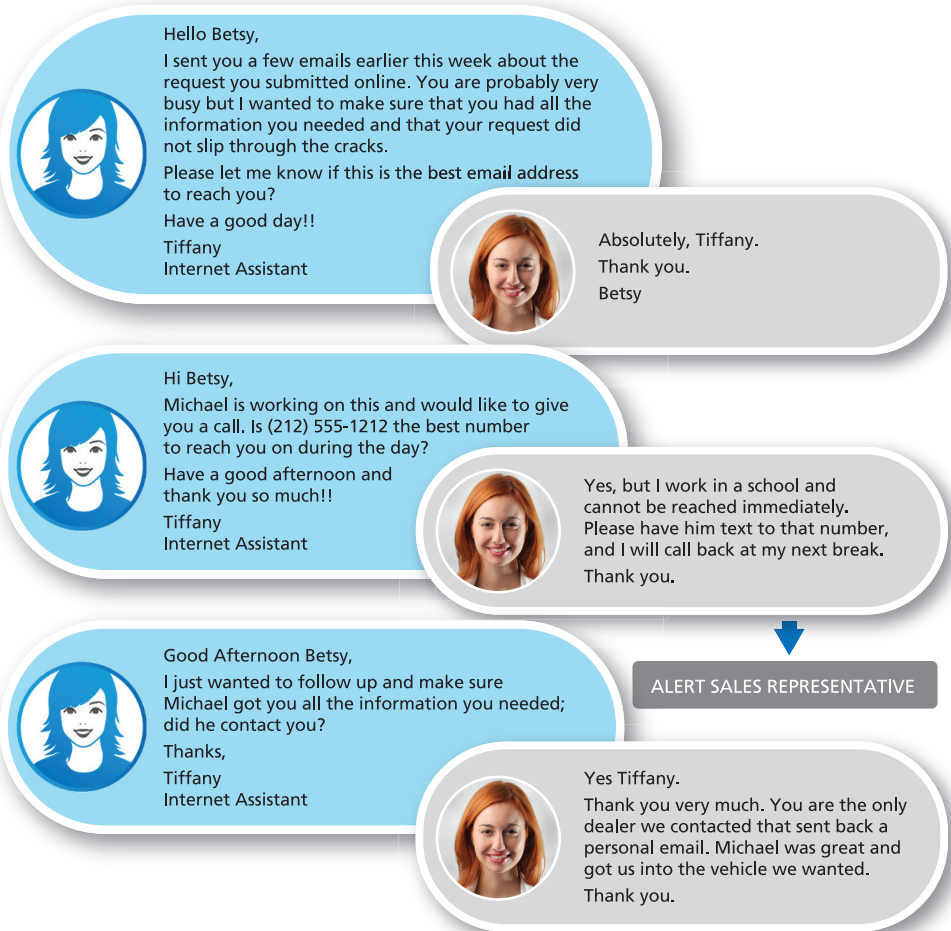
Contact Auto Digital Solutions P/L - for your Australian connection to all things Conversica.

For a demo simply complete the on-line form at:

<http://www.autodigitalsolutions.com.au/conversica>

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AI-driven conversations allow you to focus your efforts on contacting leads who have expressed their intent to buy.



**Tiffany**  
Hello Betsy,  
I sent you a few emails earlier this week about the request you submitted online. You are probably very busy but I wanted to make sure that you had all the information you needed and that your request did not slip through the cracks.  
Please let me know if this is the best email address to reach you?  
Have a good day!!  
Tiffany  
Internet Assistant

**Betsy**  
Absolutely, Tiffany.  
Thank you.  
Betsy

**Tiffany**  
Hi Betsy,  
Michael is working on this and would like to give you a call. Is (212) 555-1212 the best number to reach you on during the day?  
Have a good afternoon and thank you so much!!  
Tiffany  
Internet Assistant

**Betsy**  
Yes, but I work in a school and cannot be reached immediately. Please have him text to that number, and I will call back at my next break.  
Thank you.

**Tiffany**  
Good Afternoon Betsy,  
I just wanted to follow up and make sure Michael got you all the information you needed; did he contact you?  
Thanks,  
Tiffany  
Internet Assistant

**Betsy**  
Yes Tiffany.  
Thank you very much. You are the only dealer we contacted that sent back a personal email. Michael was great and got us into the vehicle we wanted.  
Thank you.

**ALERT SALES REPRESENTATIVE**

### About Conversica

Conversica is a leading provider of AI Assistants for business, helping organizations attract, grow and retain customers. The flagship Conversica® Sales AI Assistant helps companies find and secure customers more quickly and efficiently by autonomously contacting, engaging, qualifying and following up with leads via natural, two-way conversations. Employed by more than 1,400 companies worldwide, Conversica's AI Assistants are built on a proven and patented platform

integrating natural language understanding (NLU), natural language generation (NLG), autonomous action chains and deep learning capabilities that engage prospects over multiple communication channels and in multiple languages. Recognized by Gartner as a Cool Vendor, Conversica is a portfolio company of Providence Equity, Kennet Partners and Toba Capital and is headquartered in Foster City, CA.