

Your Employee That Never Sleeps



AutoChat



Problem Statement

Finding a balance between efficient operations and exceptional customer service is an ongoing struggle for today's automotive retailers.

How can we provide the customer with real-time, relevant information without putting additional strain on our staff and systems?



Are you still doing manually, what can be automated?

Leverage **the power of AI** to automate customer engagement, lower operational costs, and **improve the customer experience.**

AutoChat helps dealerships attract and convert customers.



Why make it difficult when it can be easy?

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The Challenges



Electrification

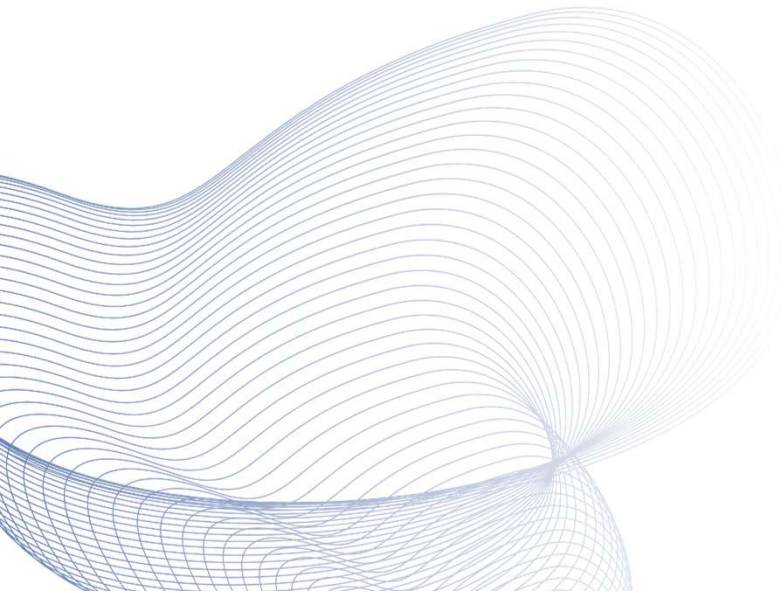
The increasing shift to electric vehicles brings different cost structures and smaller margins, mainly due to the higher costs of EV components and lower service requirements.



Agency model

The transition from traditional dealer contracts to agency agreements changes the profit structure. This results in reduced control over pricing and therefore potentially lower margins.

**automating processes is
not a choice but a necessity**





How to stay relevant?





Hyper-personal customer contact





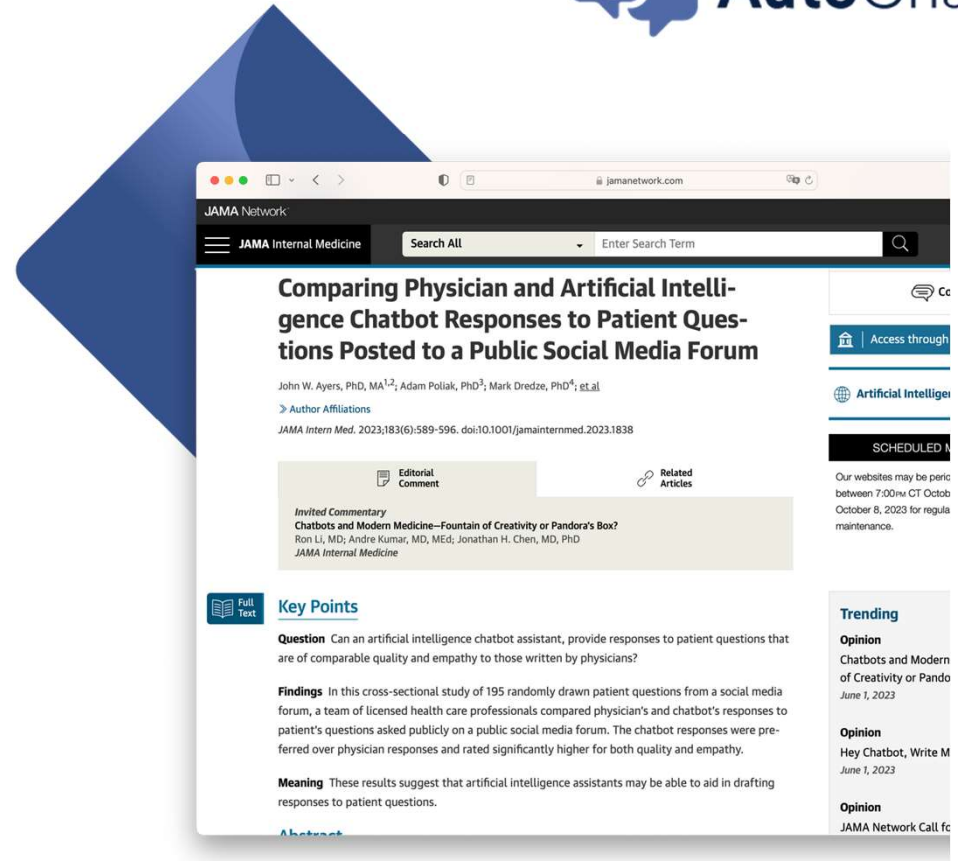
Empathy



AI VS HUMAN

Who wins the customer's heart?

The recent study in JAMA Internal Medicine shows that AI chatbots are not only equal to doctors in answering patient questions, **but are even preferred (78.6%) in terms of quality and empathy.** In an industry like automotive sales, where customer service and fast, reliable information are crucial, this underlines the immense value that advanced AI can add. If you want to stay ahead, now is the time to embrace this technology and take your customer interactions to the next level.

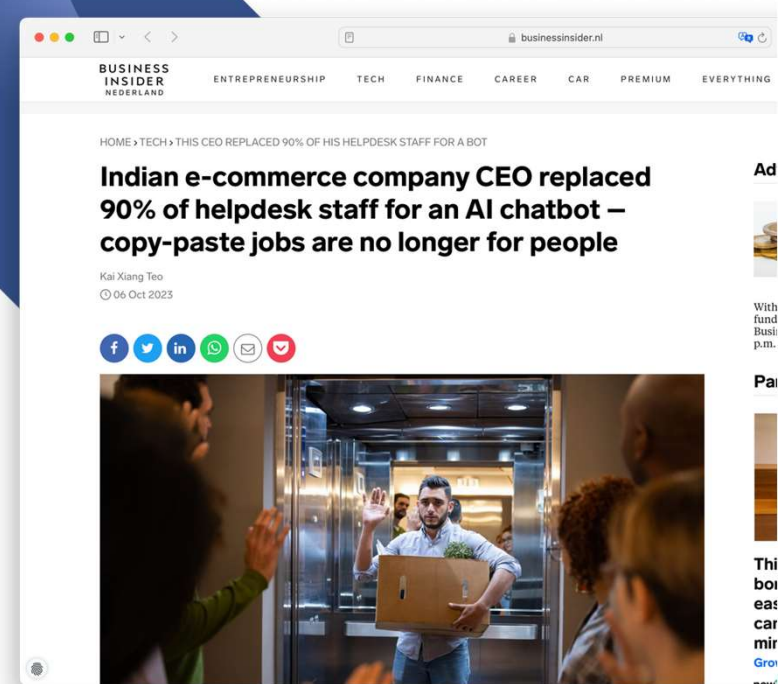


JAMA Network

AI VS COPY-PASTE

Who survives the battle?

The CEO of Indian e-commerce company Duukan, Suomit Shah, has announced that he has replaced 90% of his customer service agents with an AI chatbot. According to Shah, this step was necessary and has yielded impressive results. The time to first response has **decreased from 1 minute and 44 seconds to immediate response**. The time to resolve an issue has **dropped from 2 hours and 13 minutes to just 3 minutes and 12 seconds**. In addition, customer service costs have been **reduced by approximately 85%**. Shah believes that jobs that mainly involve copying and pasting texts will eventually disappear, and sees the transition to AI as a 'no-brainer'.



Duukan



At Google AI we write the answers ourselves and the AI mainly understands what the customer means. So it's more a matter of recognizing the question and providing a predetermined answer.

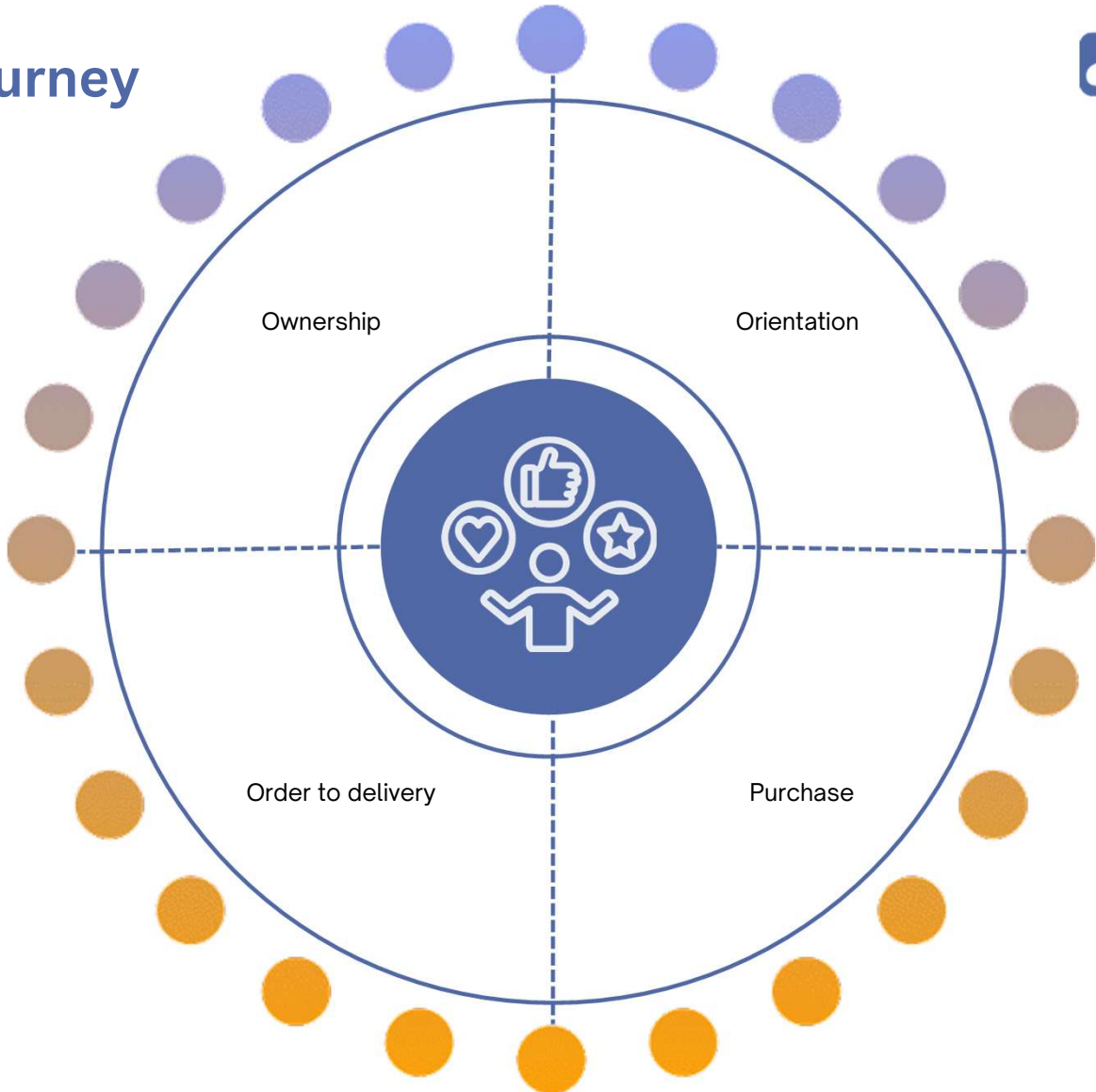


With ChatGPT, not only is the customer's intention understood, but the AI also formulates the answer itself. This makes the conversation much more dynamic and natural.





360 customer journey





Scheduling a workshop appointment





Requesting a test drive





Cancelling a service appointment





Questions about a specific car





Kieran Nizzer

Group Marketing Manager



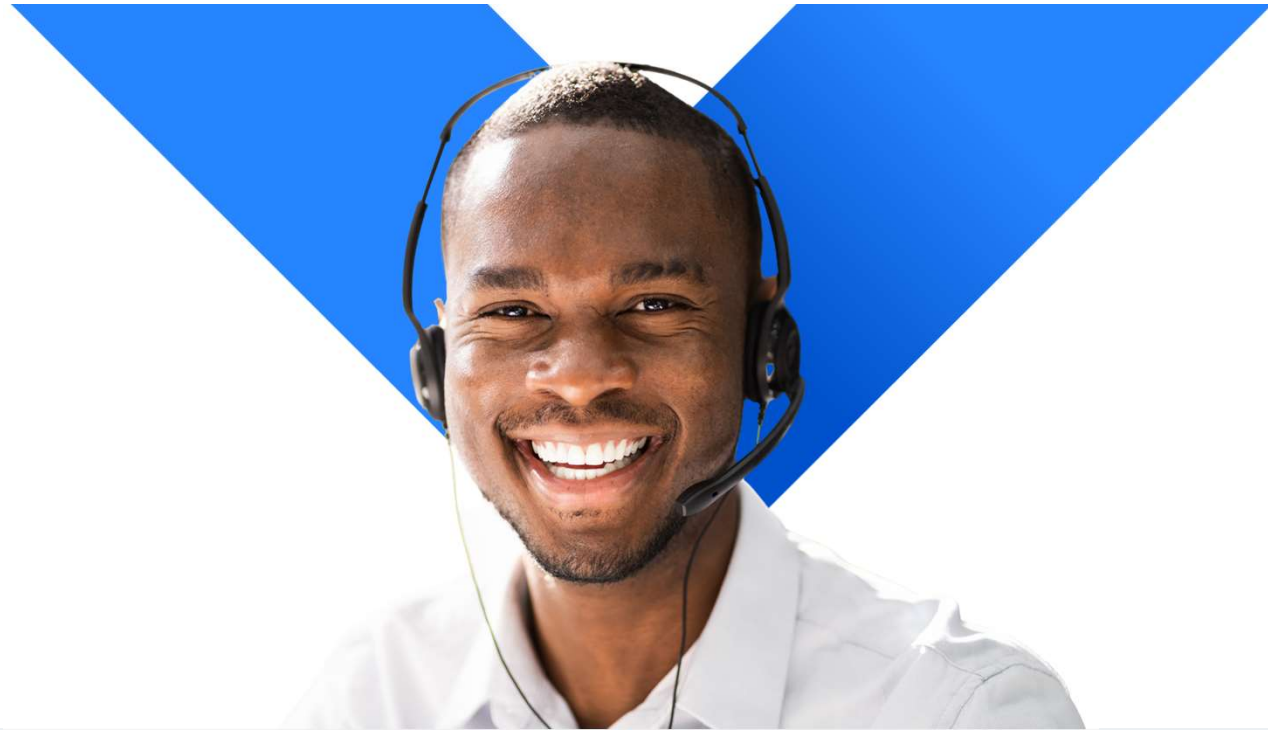
“

The best decision we made for the website!

**Game changing product and
the results in the first month prove that.”**



WHAT'S NEXT?



We are happy to announce an exciting new feature coming soon to AutoChat: CoPilot.

With CoPilot, customer contact center agents will have powerful support to find answers to questions quickly and accurately. We are excited to work with Louwman, a leading industry player, as our launch customer to further develop and refine this feature. CoPilot will further improve the efficiency and quality of your customer service.

The Louwman Customer Services logo is a dark blue rectangle with white text. "LOUWMAN" is written in a large, bold, serif font, and "CUSTOMER SERVICES" is written in a smaller, all-caps, sans-serif font below it.

LOUWMAN
CUSTOMER SERVICES



'A Must-Have Book'



AUTOMOTIVE RETAIL REIMAGINED

mastering

UX

Through Technology

MAARTEN BEKKERS



Free Book for VRA Event participants





**Thank you for
your attention**