



How AI Employees are Shaping the future of Dealerships

Sales, Marketing, Media
&
Content Strategy

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What we will discuss today

- Different Categories of AI
- AI in everyday products
- AI employees in Car Dealerships
- Anatomy of AI Employees
- What's Coming
- Q&A

1748

a university professor created a process:
Artificial Cooling Medium

1804

First Refrigerator Designed

1844

First Refrigerator Built

1913

Fred W. Wolf invented
The First Home Electric Refrigerator



165 YEARS

50 Million User Mark!



Refrigerator **200 Years**

Telephone 75 Years

Radio 38 Years

Television 13 Years

Internet 7 Years

Smartphones 5 Years

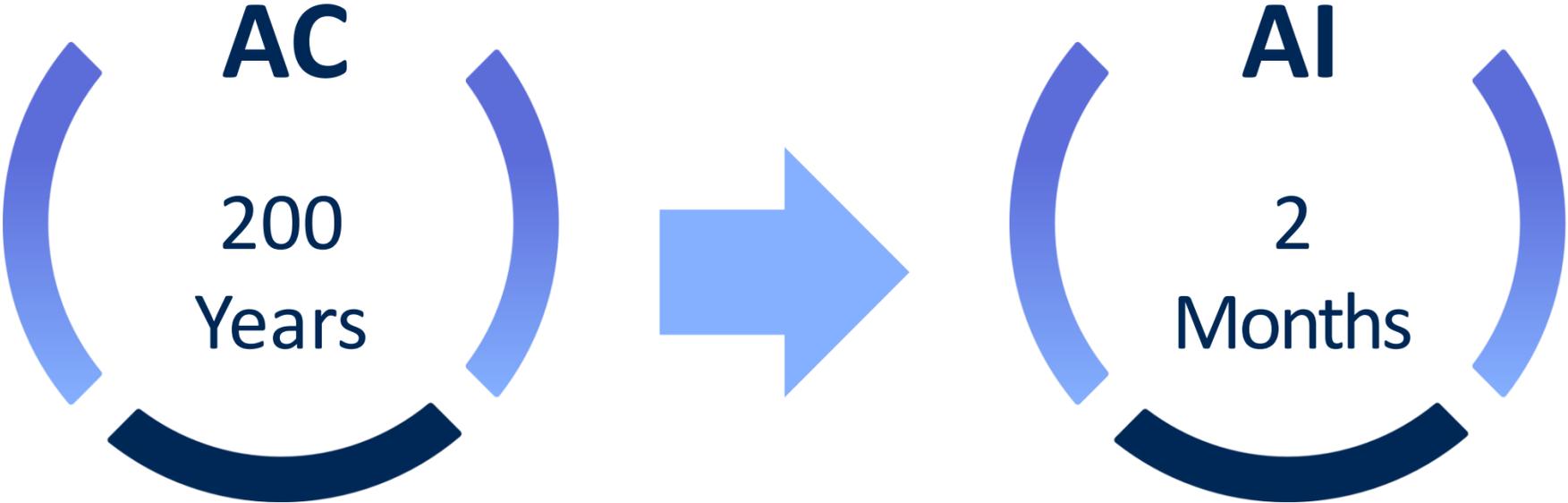
Facebook 3 Years

Pokémon GO 1 Year



CHAT-GPT **2 Month**

Rate of Adoption for Major Tech



From 8 generation, To a summer.
Rapid rate of CHANGE!

**As Managers and Leaders,
You Drive and Lead
the Change.**

1

Thomas Edison

A leader's Job:
If there's a better way
to do it,
find it.



2

Steve Jobs

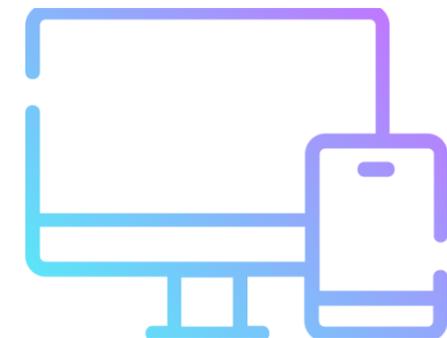
Innovation,
Distinguishes between
a leader and a follower.



3

Jeff Bezos

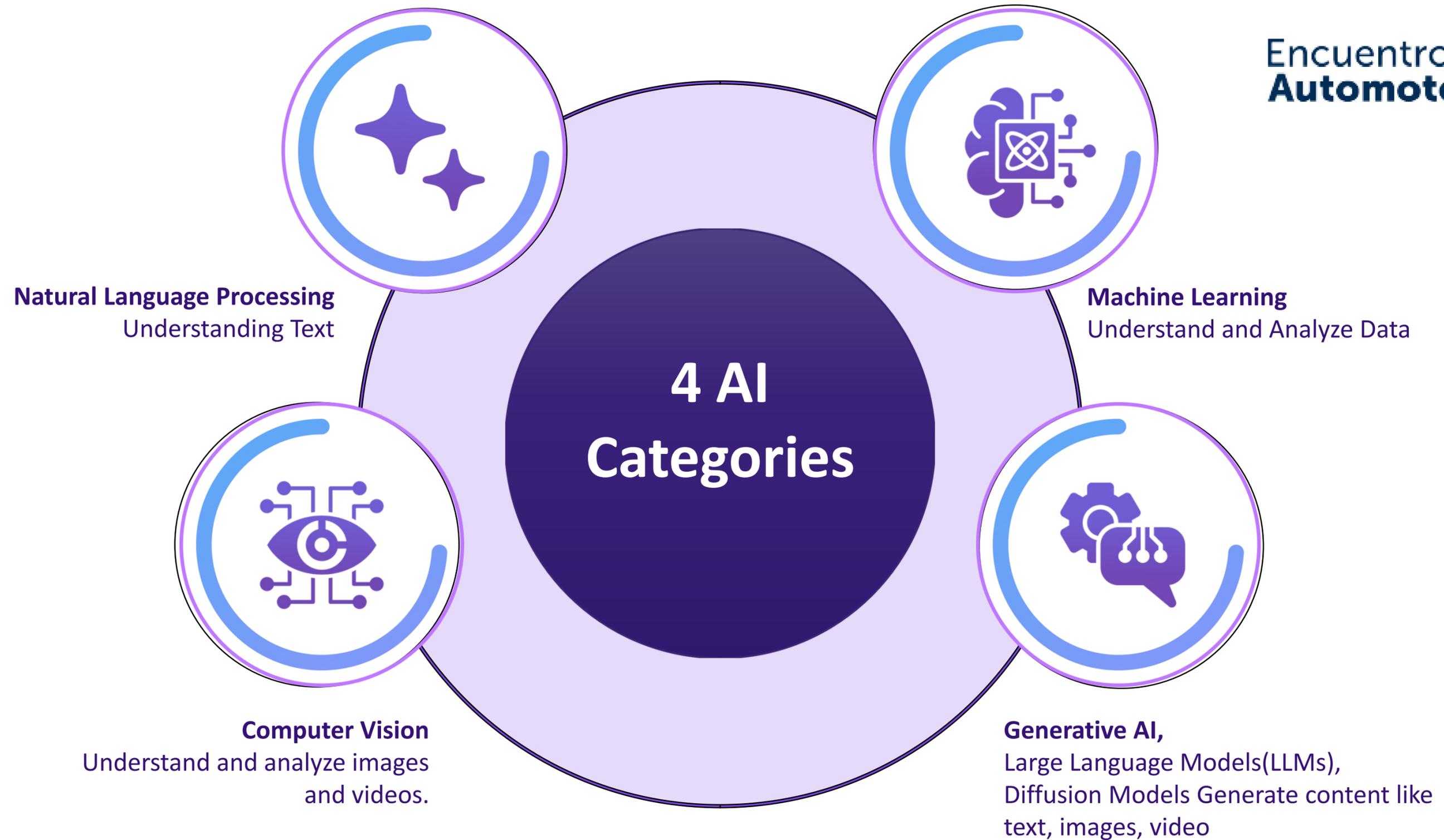
What's dangerous is
not to evolve.





How Can AI Drive Change in Car Dealerships?

Let's Dig Deeper!



Everyday Use Cases

- **Original ChatGPT** (NLP, Generative AI)
- **ChatGPT 4o** (NLP, Computer vision, Generative AI)
- **Self-Driving Cars** (NLP, Computer Vision, Machine Learning, generative AI)
- **Google Home, Alexa, Siri** (NLP, Machine Learning, Generative AI)
- **MidJourney** (Generative AI)
- **DALL·E** (NLP and Generative AI)
- **Google Translate** (NLP, Machine Learning)
- **YouTube, Spotify, Netflix, Amazon** (Machine Learning)

What about Car Dealerships?

Current AI Applications for Dealerships:

- Merchandising
- Marketing and Sales
- Customer Service
- Dealership Management





Merchandising

- Consistency
- Speed and Scale
- Higher Quality
- More Accuracy

AI Powered Background Removals

360 Spins with Custom Backgrounds



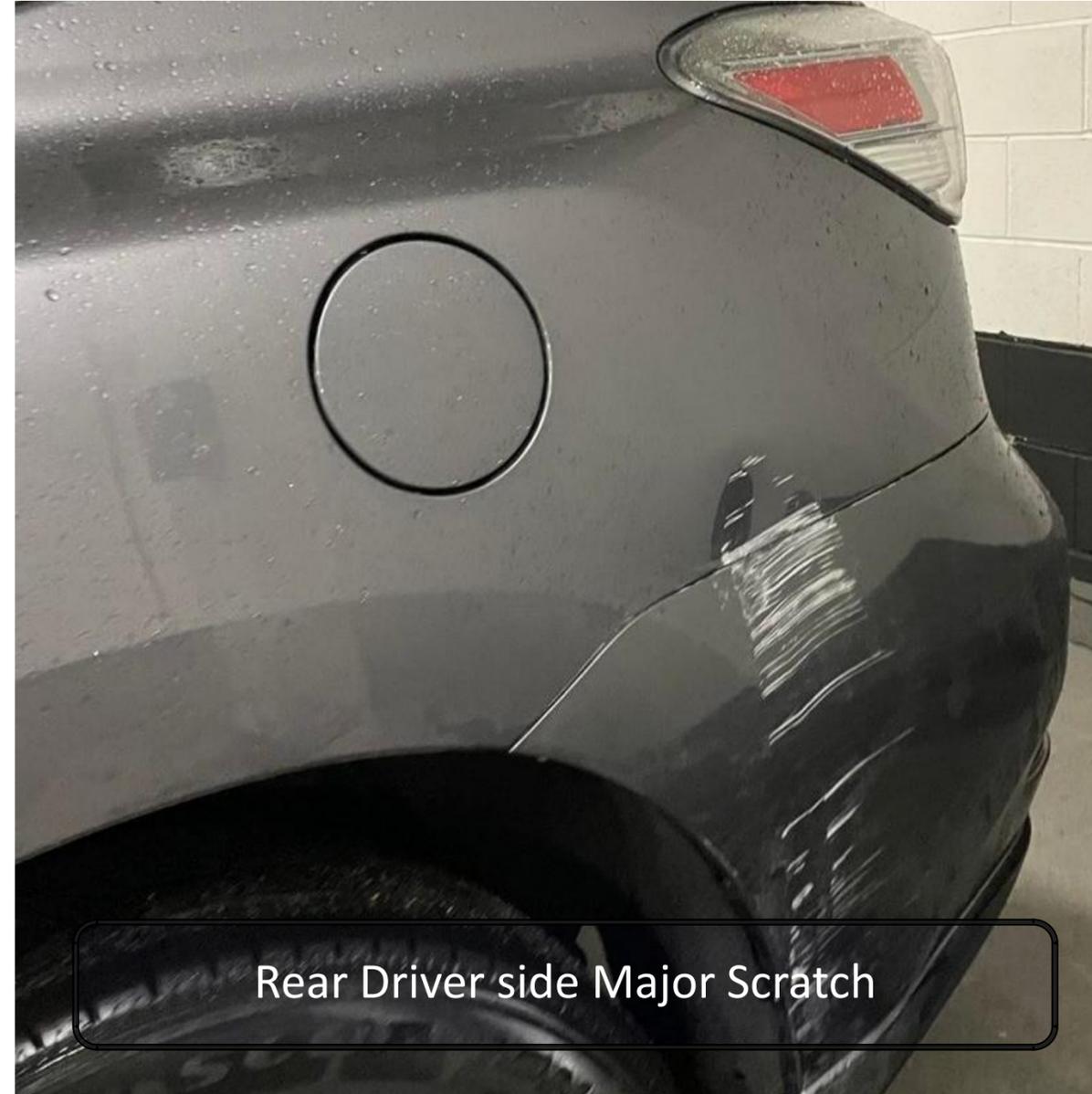
View Angle Detection

Computer Vision + ML



Damage Detection

Computer Vision + ML



AI-Powered Videotours



AI-Powered Personal Content



Marketing and Sales

- Efficiency
- Consistency
- Speed and Scale
- Higher Quality
- More Accuracy



Personalized Marketing

Sales Reps personalized landing page

Encuentro Automotor AAP

John Doe
Find Your Perfect Ride with Me!
Toronto

Welcome to the fast lane of unbeatable deals! I'm John Doe, your go-to professional in the automotive world with over 20 years of experience under my belt. With a track record of satisfied clients, I offer personalized, honest advice and a seamless buying experience. My commitment? To steer you towards the best deals with transparency and integrity, ensuring you drive off not just with a car, but with a solution tailored just for you. Let's rev up your car-buying journey together!

Recommended by John

2011 Mercedes Benz E-Class E 350	2024 Chevrolet Blazer RS	2018 Audi Q5
\$10,995	\$45,580	\$29,490
90,892 mi.	3,450 mi.	34,450 mi.
Quick Spin, Video Tour, Call me, Share	Quick Spin, Video Tour, Call me, Share	Quick Spin, Video Tour, Call me, Share

Search your favorite car

2011 Mercedes Benz E-Class E 350	2022 Toyota GR 86	2012 Honda Civic Coupe LX	2023 Ford Explorer ST-Line
\$10,995	\$10,995	\$10,995	\$10,995
90,892 mi.	90,892 mi.	90,892 mi.	90,892 mi.
Quick Spin, Video Tour, Call me, Share			

2019 Honda Fit Sport	2022 Audi RS 5 Sportback	2019 MINI 3 Door John Cooper Works	2022 Mazda Mazda3
\$10,995	\$10,995	\$10,995	\$10,995
90,892 mi.	90,892 mi.	90,892 mi.	90,892 mi.
Quick Spin, Video Tour, Call me, Share			

Recommended by John

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1:00

Social Media Sharing and Content Marketing

Generative AI

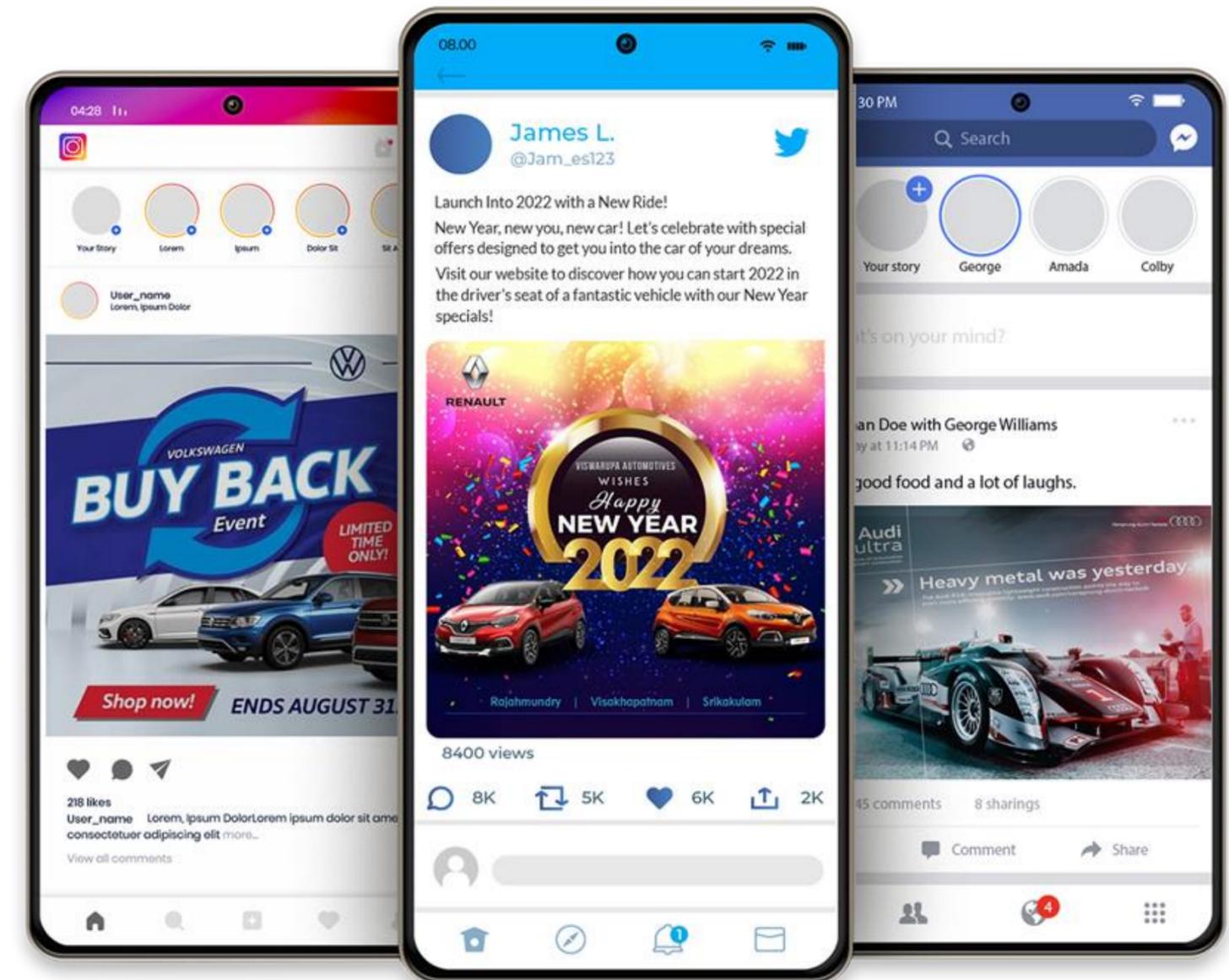
Creates the content itself, such as posts, videos, and images to match each platform's audience type.

Machine Learning

Helps optimize content distribution, engagement, and performance analysis.

Benefits

Faster, Cheaper, Scalable, More human-like, more personalized



AI Sales Coaches

What if 80% of your sales reps were as good as top 20%

Natural Language Processing (NLP)

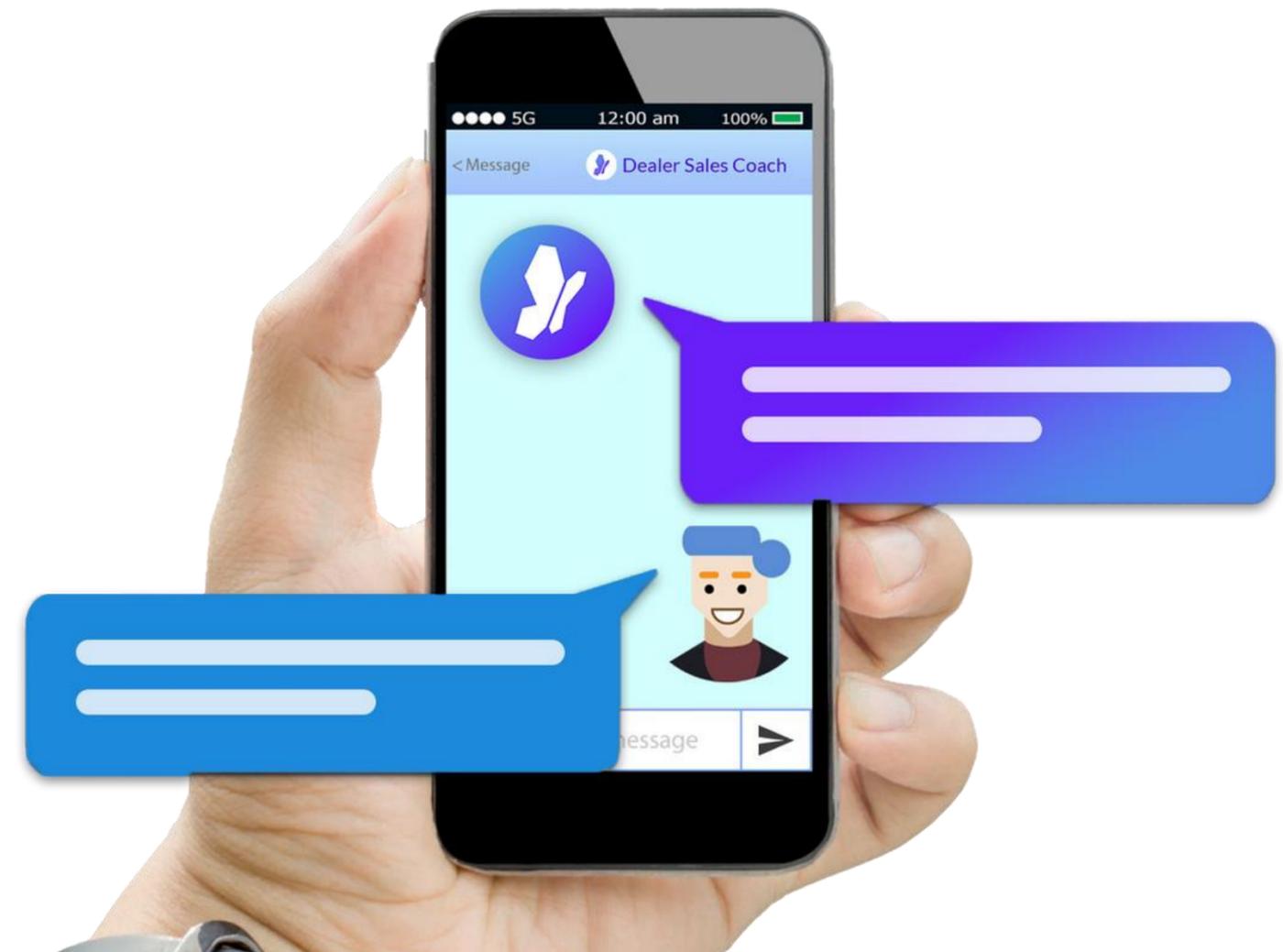
To understand the query

Machine Learning

Analyze and retrieves the answer

Generative AI

Turns the answer in to human response

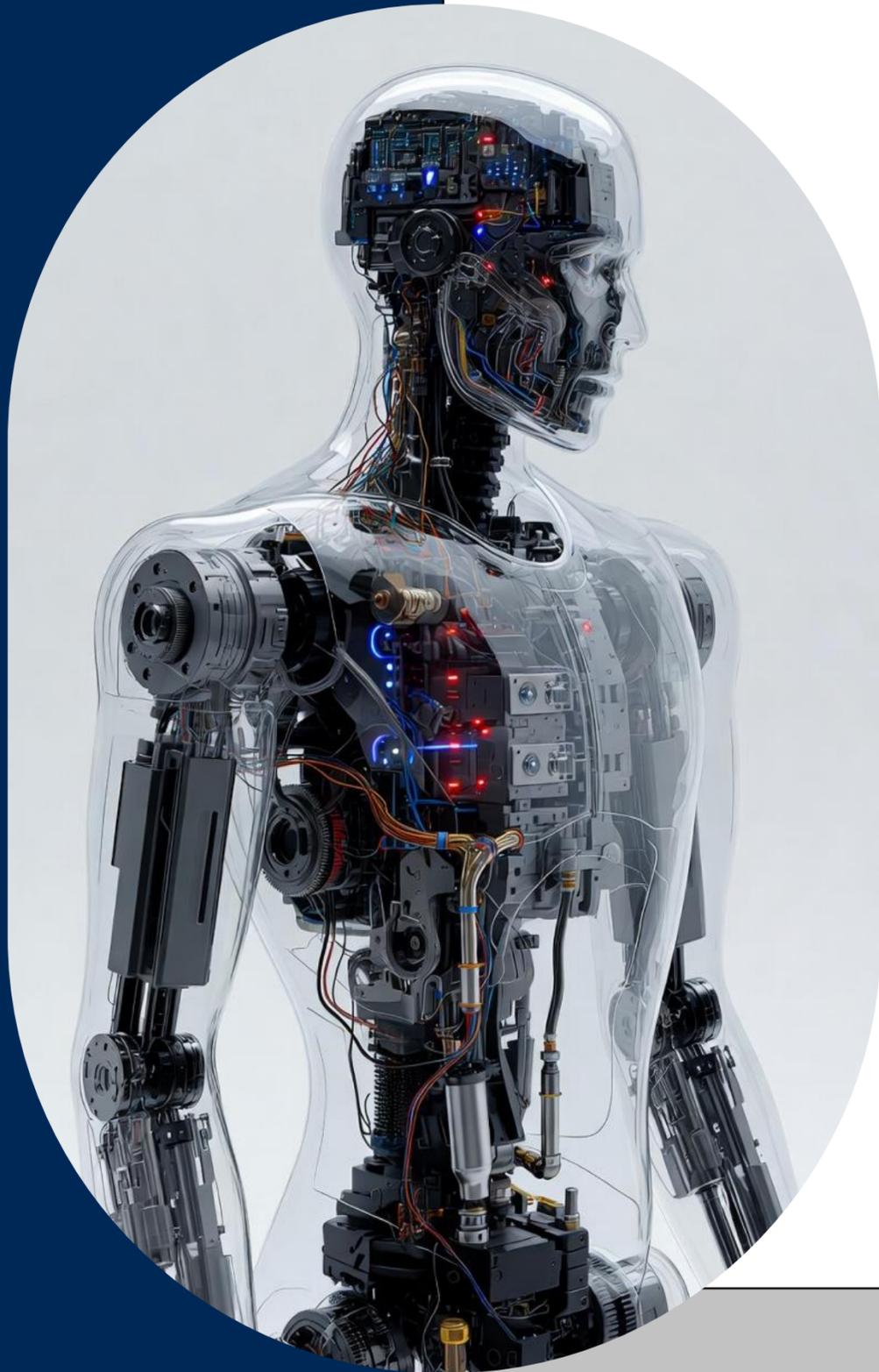


Customer Service

- 24/7 – BDR
- Immediate Response
- Consistency
- Speed and Scale
- Email, SMS, Call

(Followups, After hours, updates on orders, approval news)

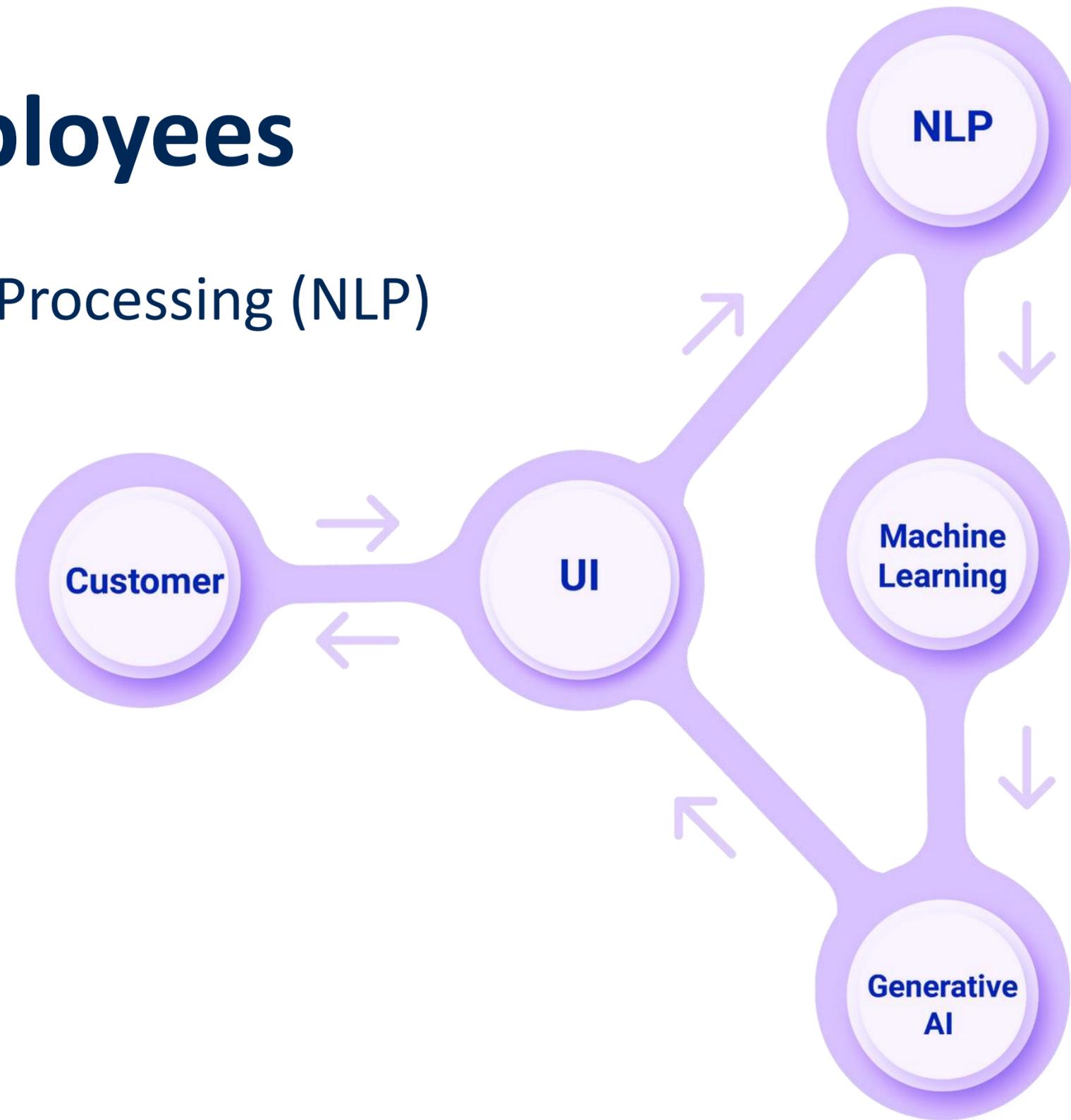




Anatomy of AI Employees!

Basic AI Employees

- Natural Language Processing (NLP)
- Machine Learning
- Generative AI



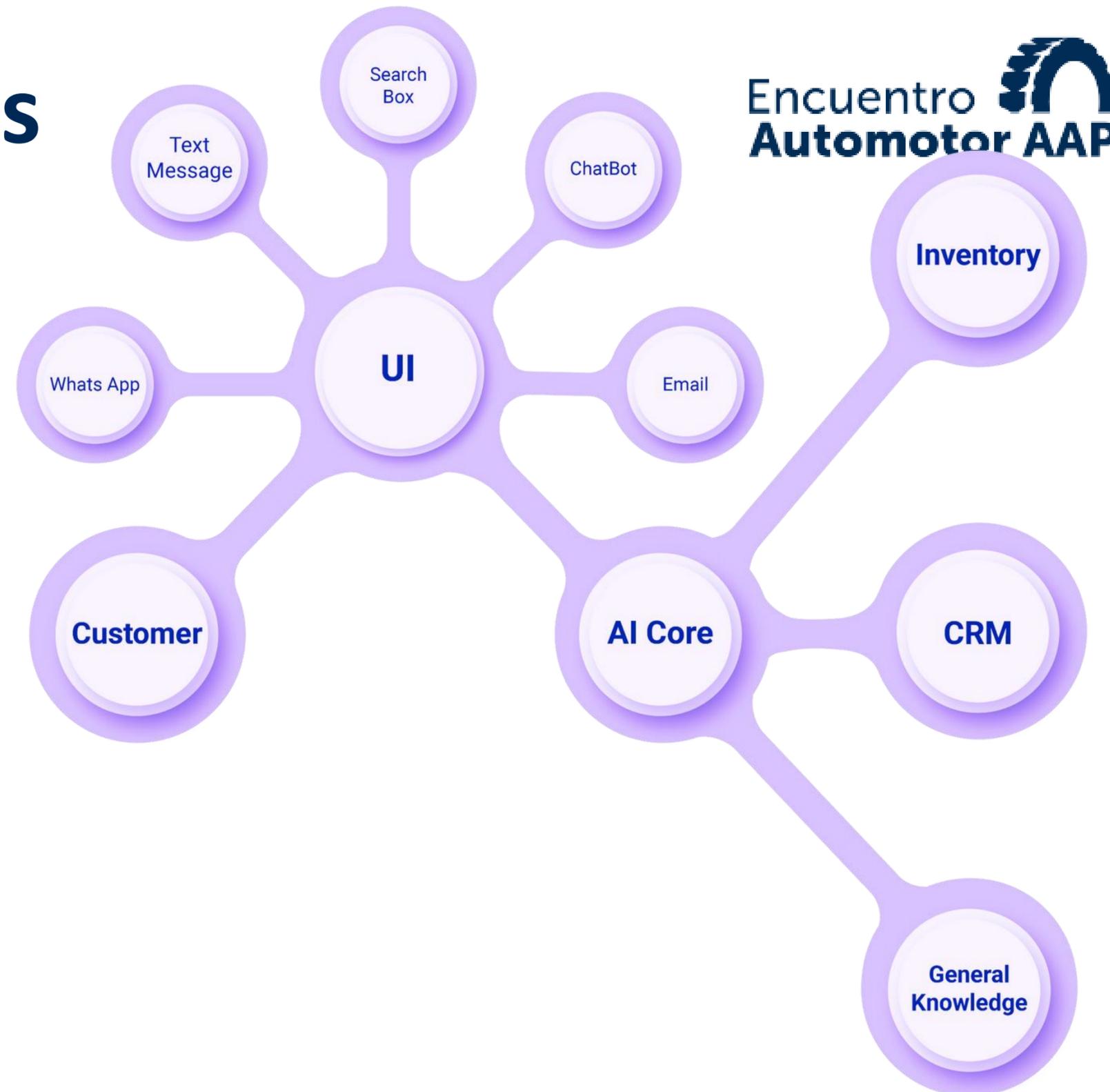
Advance AI Employees

Natural Language Processing (NLP)

RAG (Retrieval-Augmented Generation)

NLP & ML & GAI

Memories of past conversations



What's Coming Soon !

Post Purchase Customer Engagement!

➤ More Goal Oriented Communications

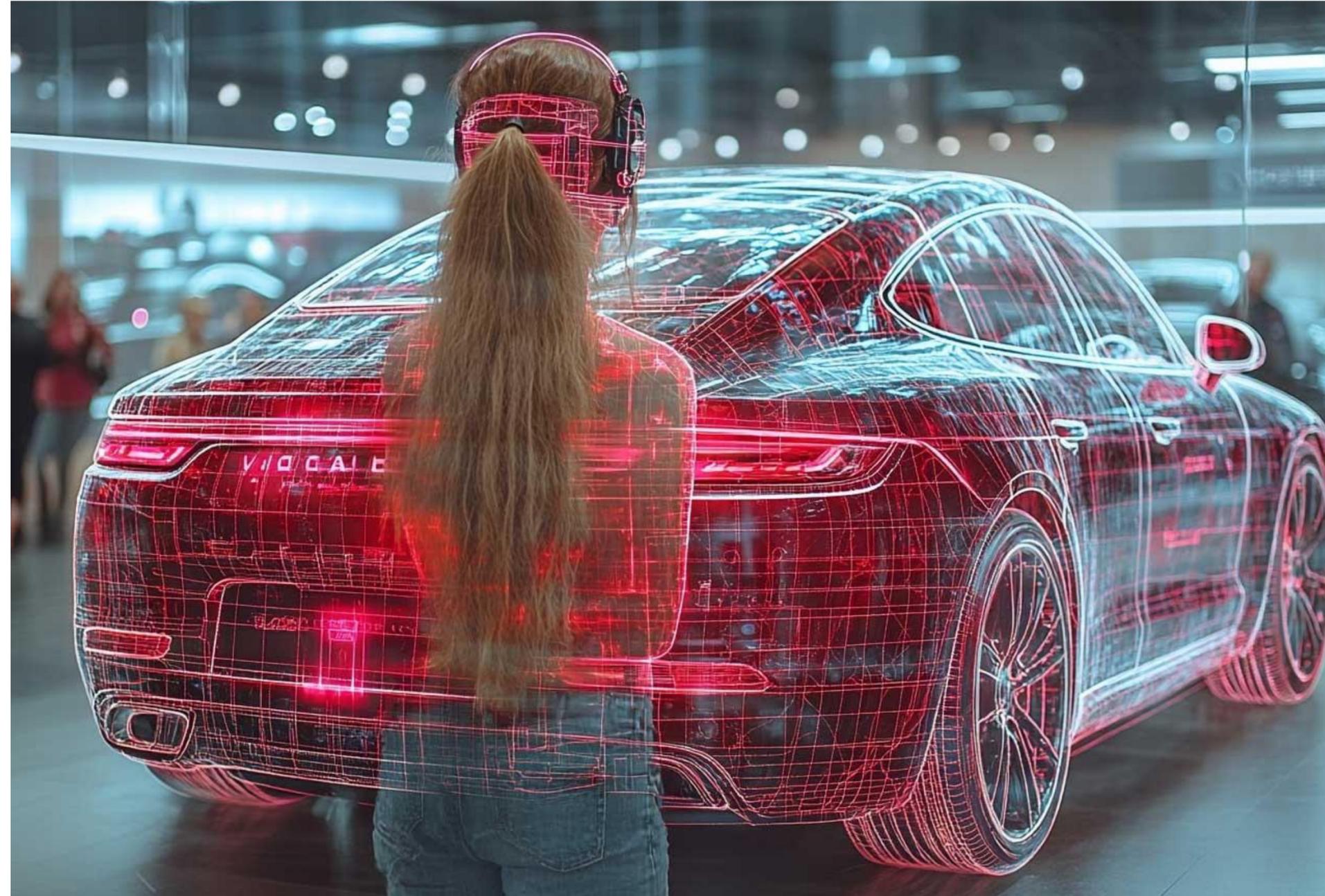
AI decides when to send what promotion to what customer to get the highest chance to response based on the customer behavior in social media.

➤ Predict customer needs before they happen

Use their social media behaviour to know when to reach out to them about a new offer and what offer.

XR Visuals

Customers can use VR glasses at home or your dealership to explore the latest cars and even take a virtual test drive from their own home!





Dealership Management

- Automated Lead Handling
- Predictive Analytics
- Personalized Marketing
- Streamlined Operations

HR

Customer Service Rules

Regulations

Instructions

Service Training

Natural Language Processing (NLP)

To understand the query

Machine Learning

Analyze and retrieves the answer

Generative AI

Turns the answer in to human response

Coming soon!

Your Own Personal / Digital R2-D2

Executive Assistants

AI Agents



Takeaway

**Leverage AI
to Stay Ahead in the Market**

Questions?

Thank You!

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