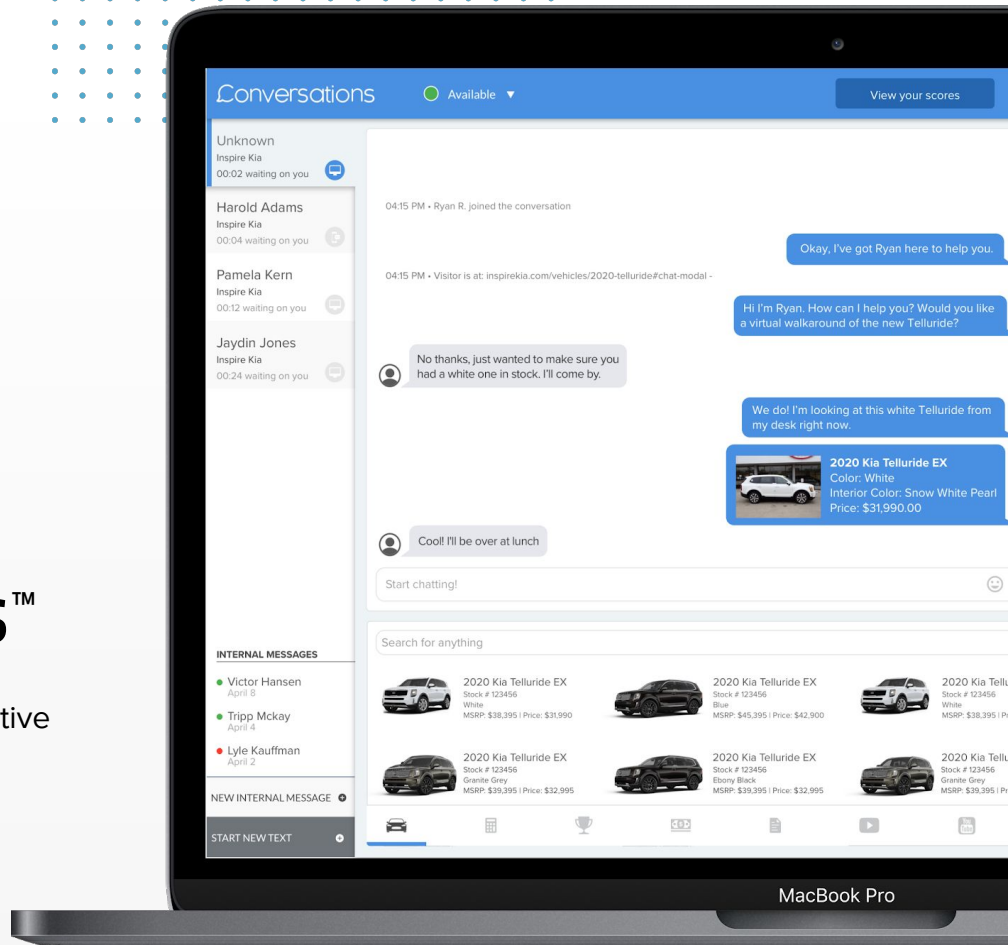


# CONVERSATIONS™

Advanced Cross-channel Automotive Messaging Platform With A.I.



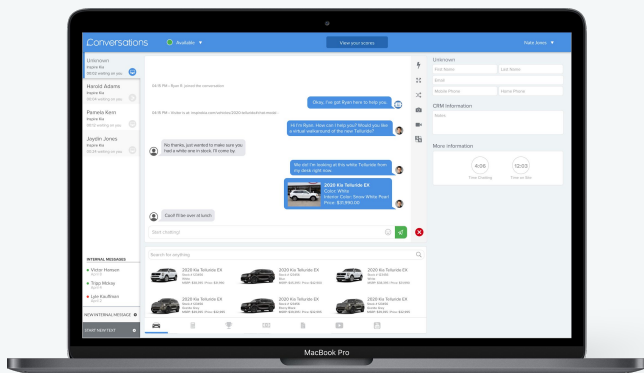
MacBook Pro





# INNOVATION THAT HAS DEALERS TALKING

Conversations™ allows customers to engage with your dealership however they want, *whenever* they want — but the real magic comes from the tools Conversations™ offers to seamlessly integrate those connections into a dealer’s digital platform and real-world processes.



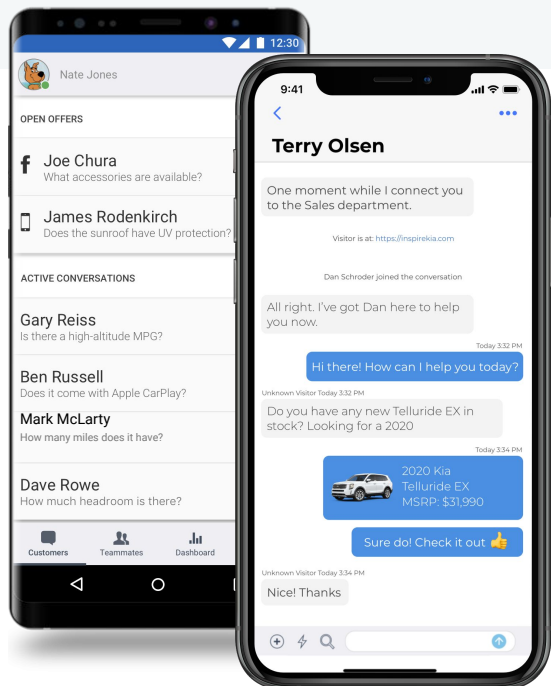
## THE DEALER INTERFACE

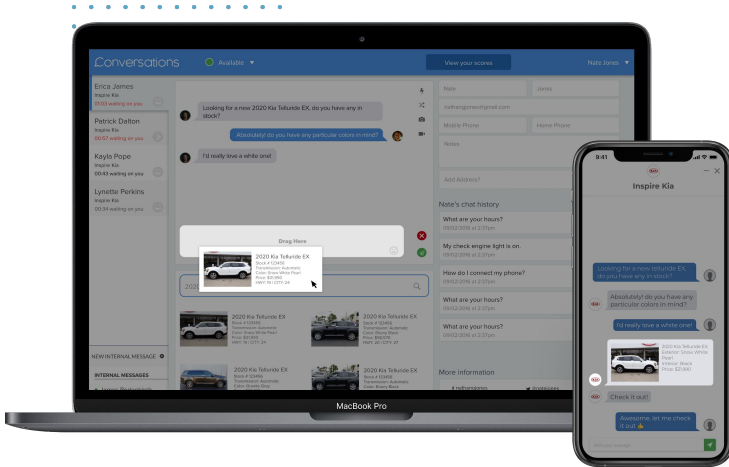
Conversations was built to provide solutions for dealerships of any size — whether you’re a modest single rooftop or a large dealership group, Conversations™ is designed to be easily accessible, scalable, and get your teams connected fast.

## CONVERSATIONS ON THE GO

Conversations™ comes standard with both iOS and Android mobile apps so your teams can continue to connect with customers whether they’re on the sales floor or in the service bay.

Both app experiences seamlessly maintain the entire suite of features on your teams’ mobile devices, keeping powerful features like The Glovebox, internal transfer, and live video chat just a tap away.



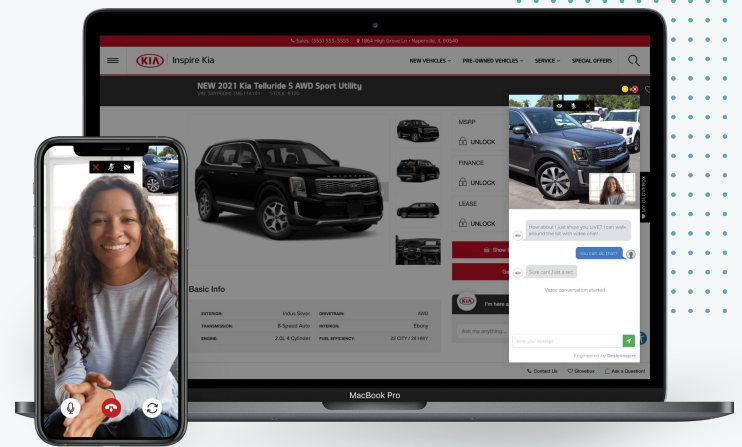


## THE GLOVEBOX

Drag and drop your inventory into chats with interested shoppers, giving them an enticing vehicle snapshot that clicks through to its VDP. Brochures, offers, and videos are also available for instant, effortless sharing.

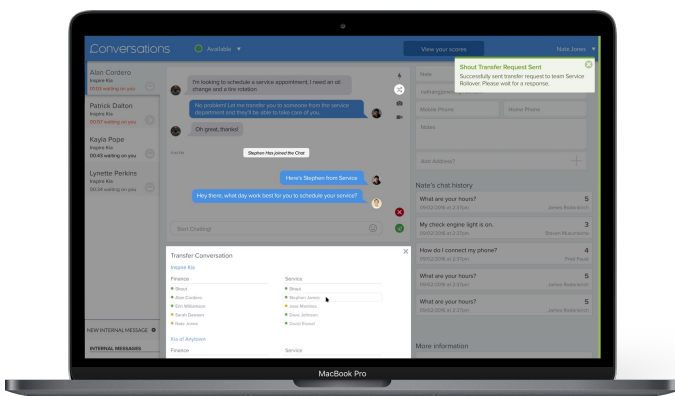
## LIVE VIDEO & RECORDED VIDEO

Personalized videos create a connection with your dealership, so Conversations™ is built for you to create, send, and save videos to your Glovebox. You can also connect in real-time with live video chat to give shoppers vehicle walk-arounds like they're right with you on the lot.



## INTERNAL TRANSFER & SHOUT

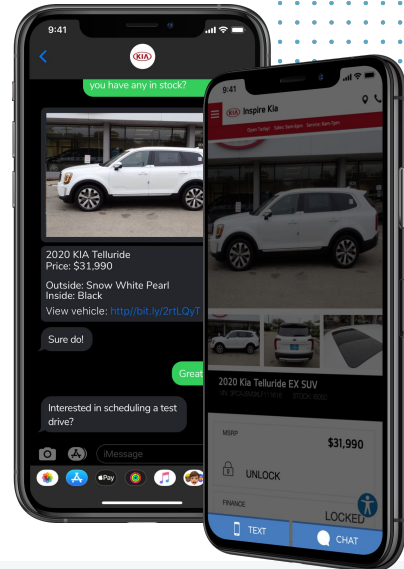
Chat directly with co-workers or loop them into a customer conversation to make your team more efficient, agile, and helpful. You can even “shout” at entire departments to bring in the first relevant co-worker who responds.





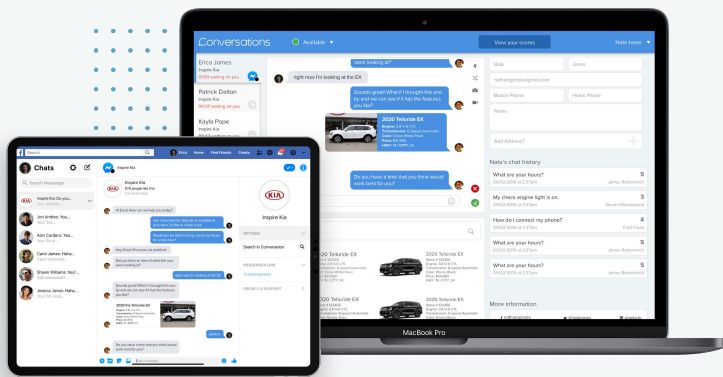
## SMS TEXT INTEGRATION

Conversations™ comes with a unique SMS number so customers can text you from your website, ad campaigns, Google listings, and even print materials — and each text routes through the platform the same as any web chat. Conversations™ also has SMS Outbound Messaging, meaning you can initiate text conversations with your customers at any time.



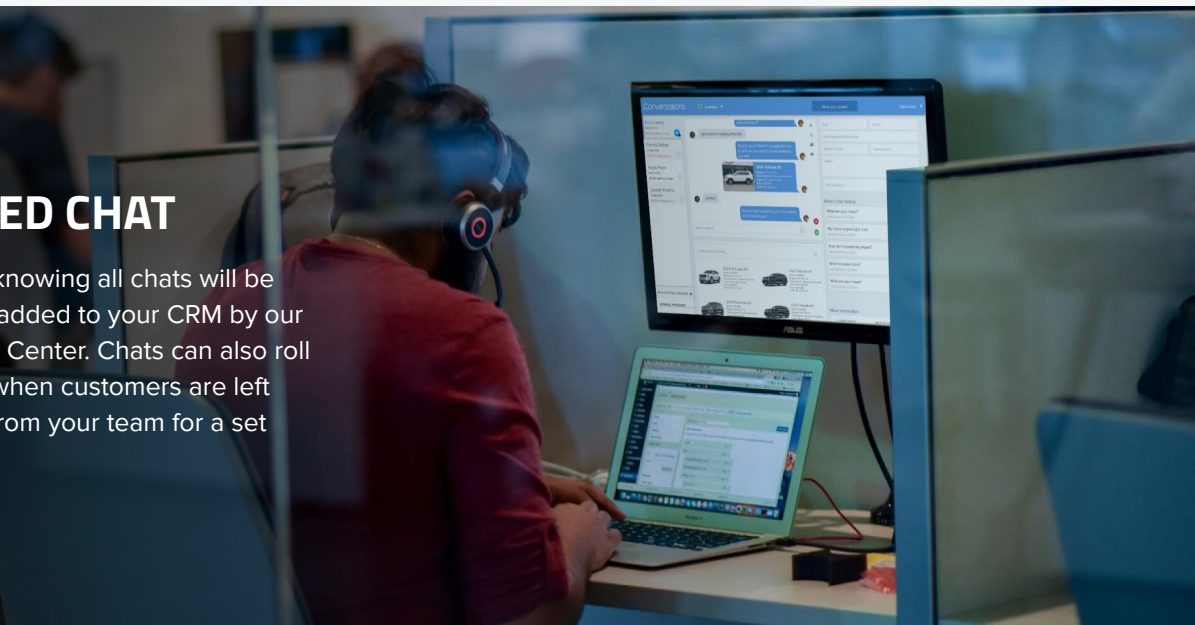
## FACEBOOK INTEGRATION

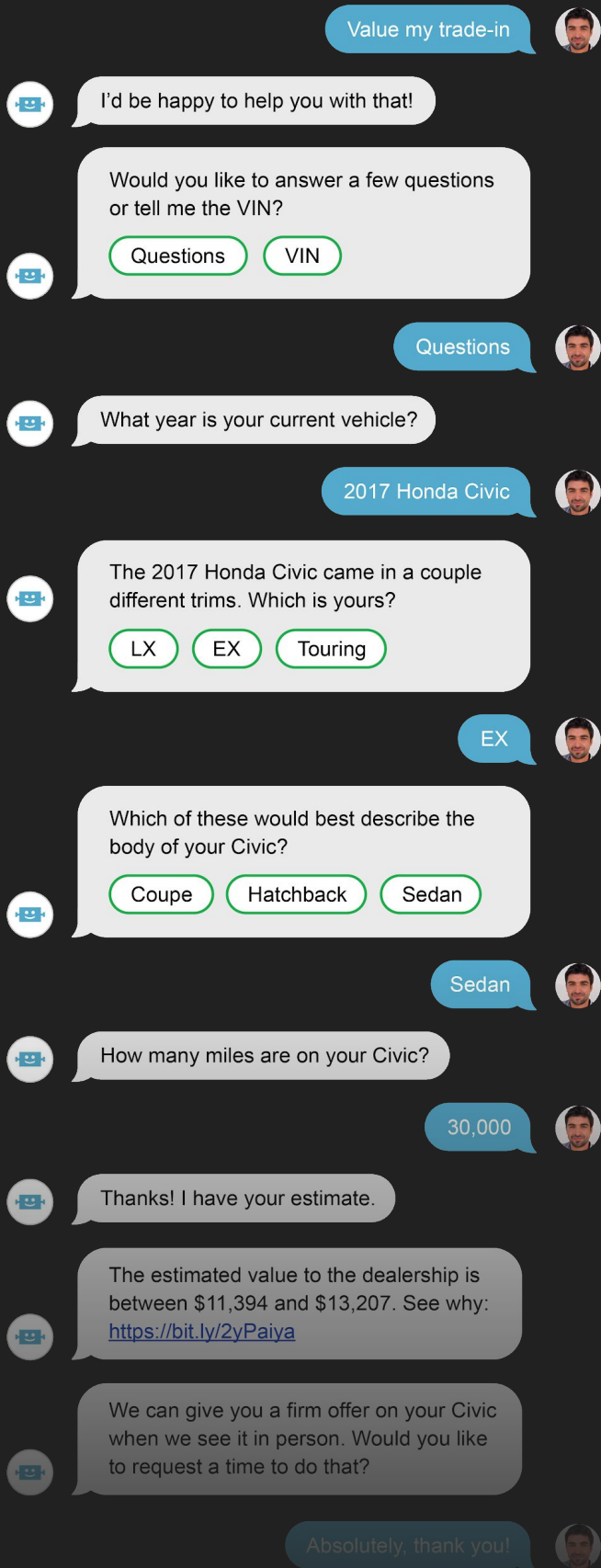
Conversations™ seamlessly connects with Facebook Messenger™, which enables your team to instantly respond to customers on your Facebook Page, Facebook Ads, and Facebook Marketplace inventory all from the same easy-to-use place.



## 24/7 MANAGED CHAT

Rest easy off the clock knowing all chats will be expertly answered and added to your CRM by our 24/7 Conversations Call Center. Chats can also roll over to Managed Chat when customers are left waiting for a response from your team for a set number of seconds.





**EX. TRADE-IN ESTIMATE**  
*ANA BOT FLOW*



# ANA BOT™ AUTOMATED CHATS

Not every chat message requires a staff member to create a great customer experience. To help give our dealers precious time back to focus on their businesses, we developed **Ana Bot™**, a friendly natural-language A.I. that's learned some pretty powerful tricks all on her own.

## TRADE-IN ESTIMATES

Powered by dealer-preferred price estimator TradePending®, Ana Bot can guide a customer through to an accurate price on their vehicle — and capture a lead in the process.

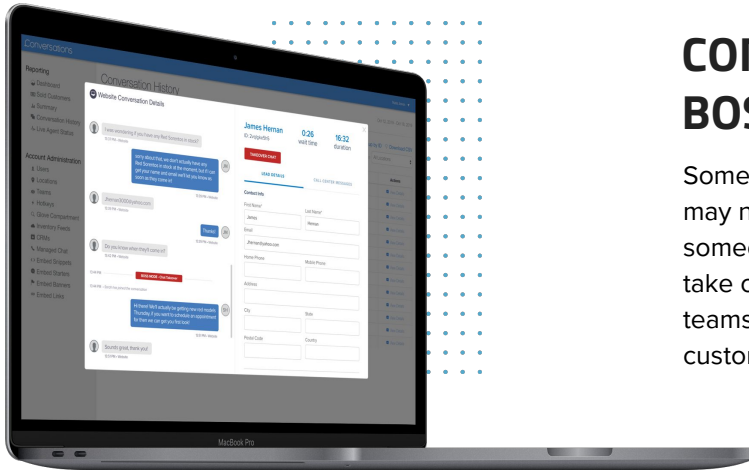
## UNLOCKED PRICING

Ana Bot can also completely replace your get E-Price forms by triggering automatic flows from CTAs on your DI website, creating a higher-performing lead capture experience that updates VDP pricing information instantly.

## APPOINTMENT SCHEDULING

Ana Bot can even get an interested customer scheduled for a test drive, asking for their information and preferred date and time to take the vehicle for a spin.



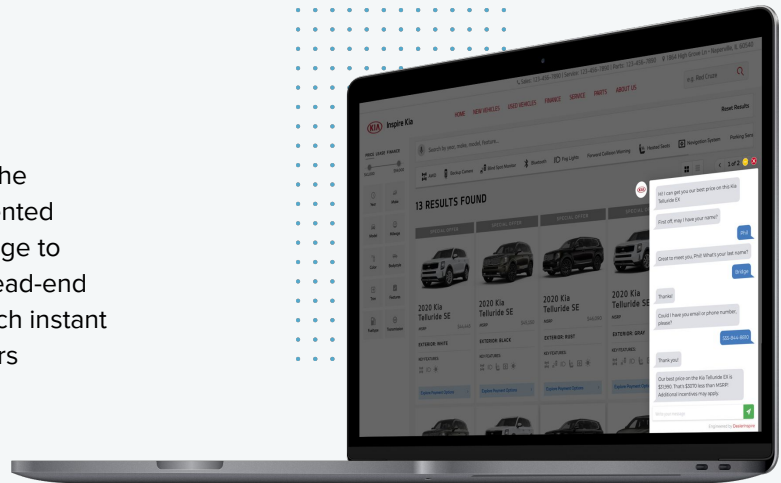


## CONVERSATIONS™ BOSS MODE

Sometimes a teammate or Managed Chat agent may need a helping hand or a quick answer from someone with authority. With Boss Mode you can take over any in-progress chat across any of your teams to jump in and provide that next-level customer service that converts.

## WEBSITE INTEGRATION

As the only first-party messaging platform in the industry, Conversations™ can have unprecedented integration with your website — from homepage to VDP. Instead of driving consumers to often dead-end lead forms, you can have your key CTAs launch instant messaging to capture leads and help shoppers towards purchase decisions **in the moment**.



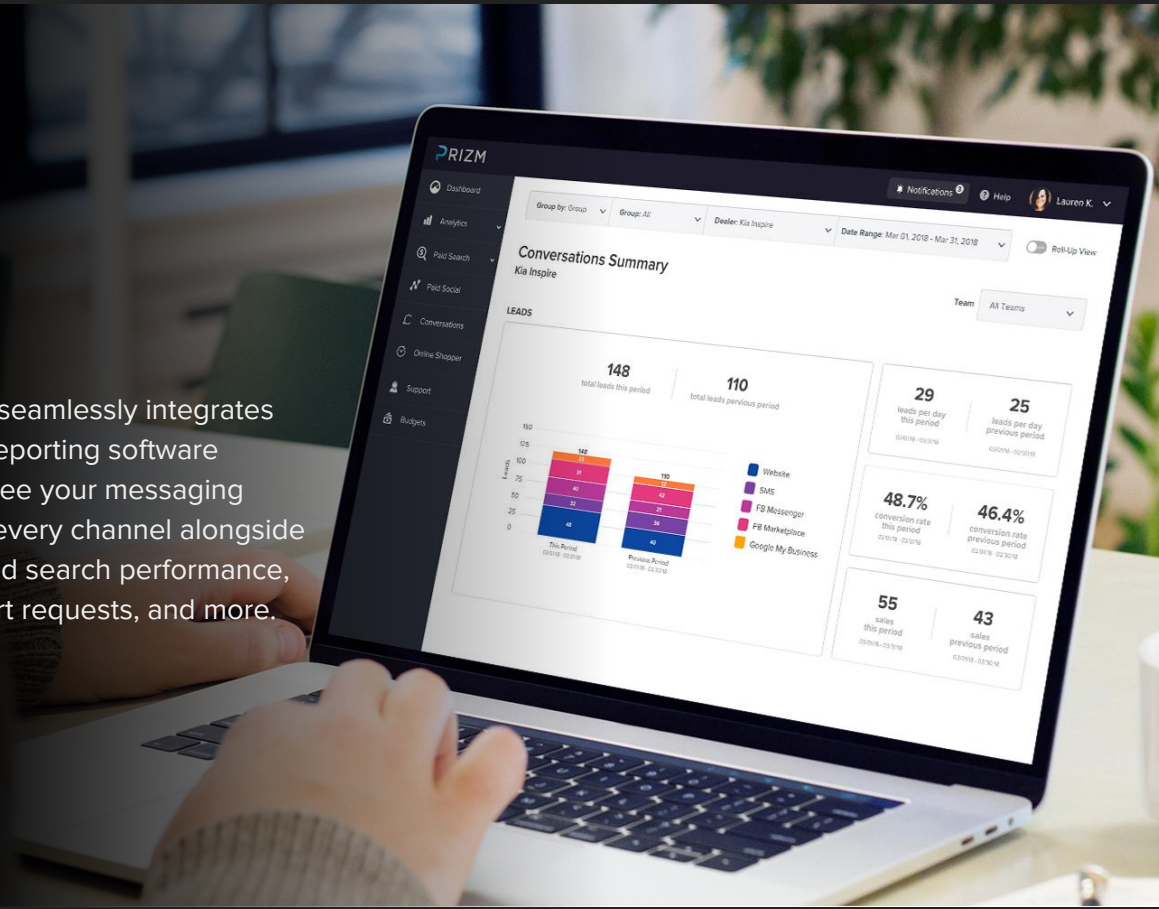
## ADVERTISING INTEGRATION

Because of Conversations™ versatility, it also presents unique opportunities for strategic advertising messages that accelerate your connection with customers. From Facebook ads that launch instant messaging to traditional billboards, mailers, and TV ads that start SMS texts, having Conversations means your audience is always a moment away from connecting.



# PRIZM

Conversations™ data seamlessly integrates into our proprietary reporting software PRIZM™, so you can see your messaging performance across every channel alongside website analytics, paid search performance, Dealer Inspire support requests, and more.



## MESSAGE METRICS

Review the volume of chats and leads from Conversations™ for any custom period, segmented by their sources such as website, SMS, Cars.com, and Facebook Messenger.

## RESPONSE PERFORMANCE

Dive deep into conversion rate, response times, and missed chats to review the performance of your individual agents and Managed Chat team.

## MATCHBACK SALES

Gain crystal-clear insight into your bottom line, integrated with your DMS to matchback chats to eventual sales, featuring total sales, gross profit, and ROI.

