

Service AI

Drive service revenue and maximize customer lifetime value

Service AI enables dealers to solve the age-old problem of customer loyalty. Designed specifically for the automotive ownership lifecycle, Service AI enables dealers to enhance customer lifetime value throughout the ownership experience. With automated maintenance communications and real-time appointment scheduling based on sales and service history, service departments will experience enhanced customer retention, more service appointments, and greater operational productivity.



Personalized Outreach at Scale

- » Powered by state-of-the-art generative conversational AI and large language models purpose-built for automotive retailers
- » Enhances service department revenue by increasing the lifetime value and repeat business of your customers
- » Analyzes DMS sales and service history with AI predictive analytics to determine the right recommendation
- » Hands off to service agent when human intervention is needed
- » Fully optimized follow-up cadences to maximize customer re-engagement and recovery

✓ **Amplifies your team's productivity and efficiency, enabling them to focus on what they do best: delivering excellent service to customers in the service lane.**

AI-Powered Customer Lifecycle Management that Builds Retention

First Service
Next Service
Declined Services
Recall
Abandoned Customers
State Inspection
Pre-CSI
Missed Interval
...and more

« We've been having record months lately with Service AI. In the last two months, we've seen over \$200,000 in incremental revenue from service, closed over 427 incremental ROs, saving us 501 equivalent labor hours, and over 500 abandoned customers have been brought back to us. Impel AI has freed up my people so that they can be more effective and get more accomplished with less stress. It's really enabled us to increase the bottom line. »

- Rob Stewart, Business Development Manager, Ricart Buick GMC