



# **BETTER AI**

## FOR SALES & SERVICE

# WHO IS BETTER CAR PEOPLE?

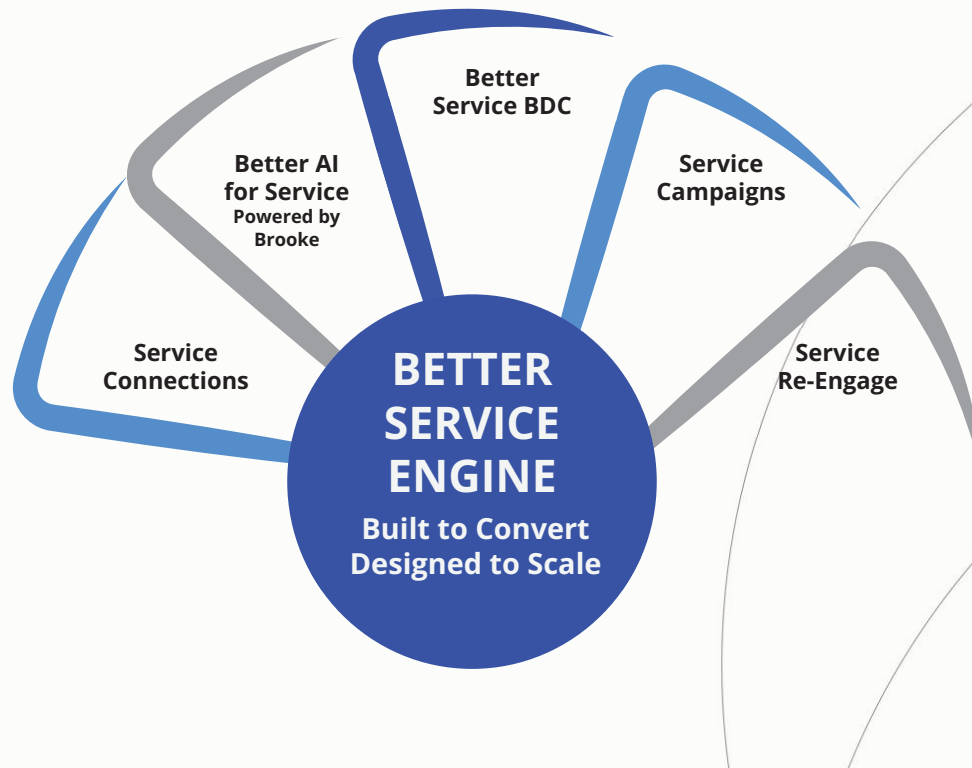
## Better Car People at a Glance

- 10+ years supporting dealership operations
- Thousands of rooftops served across North America
- Millions of real automotive customer conversations processed
- Deep roots in BDC operations & human-in-the-loop training
- Purpose-built Sales & Service AI for dealership workflows
- Endorsed by OEMs, leading dealer groups, and industry partners

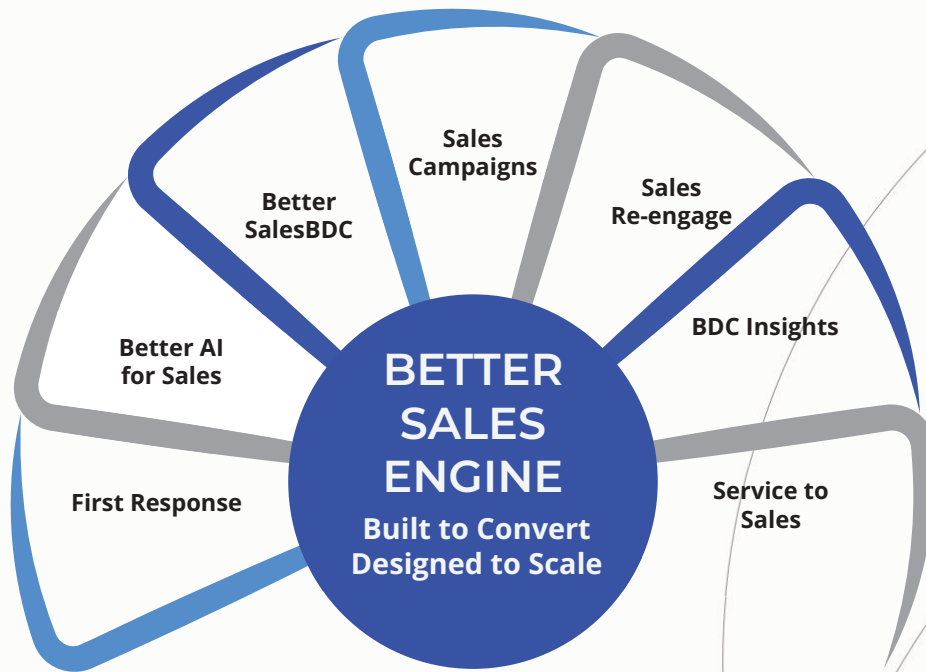
## Why We're Different

- Started in automotive — not tech trying to enter automotive
- AI trained on real dealership communication patterns
- Proven performance in real-world operations at scale
- Combines human expertise + advanced conversational AI
- Built to support OEM programs, processes, and brand standards

# THE BETTER SERVICE ENGINE



# THE BETTER SALES ENGINE



# MARKET CHALLENGE

## LEAD RESPONSE TIME VS. ENGAGEMENT RATE



## DEALERSHIP BANDWIDTH

**85%**

Staff utilization



PEAK CAPACITY

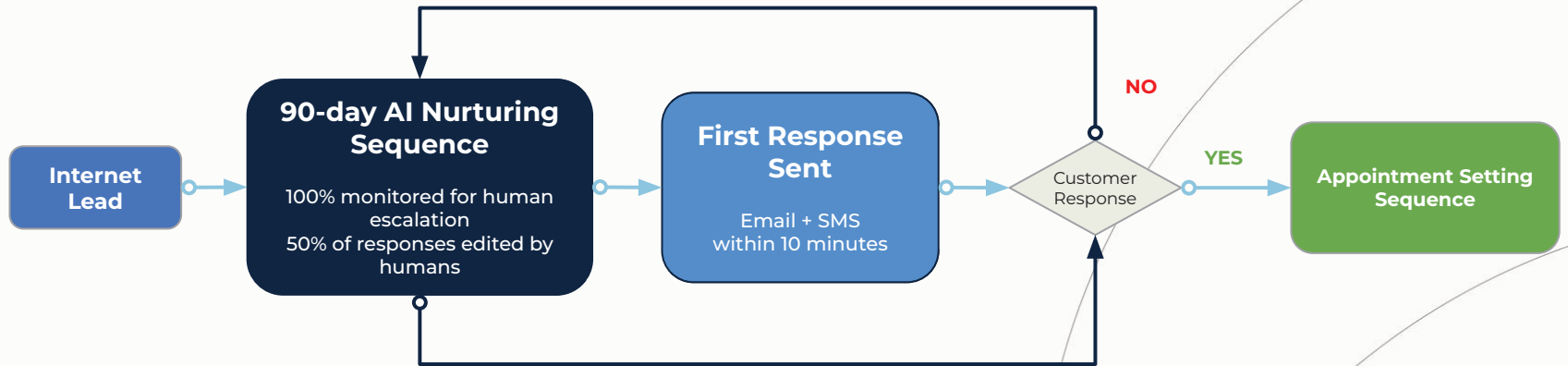
- **40%** of leads received after hours
- Slow response increases defection and wasted follow-up

**AI + HUMANS = BETTER TOGETHER**

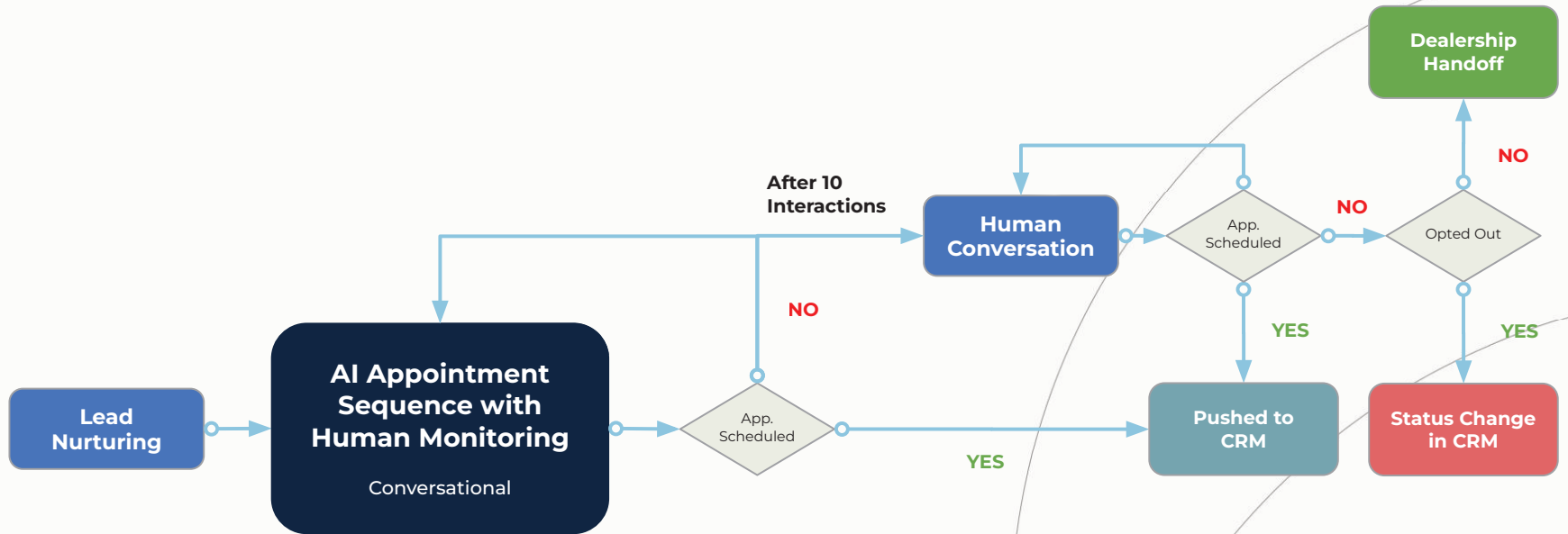


**KEY DIFFERENTIATOR**  
HUMAN OVERSIGHT &  
INTERVENTION AVAILABLE AT  
ALL STAGES

# LEAD NURTURING

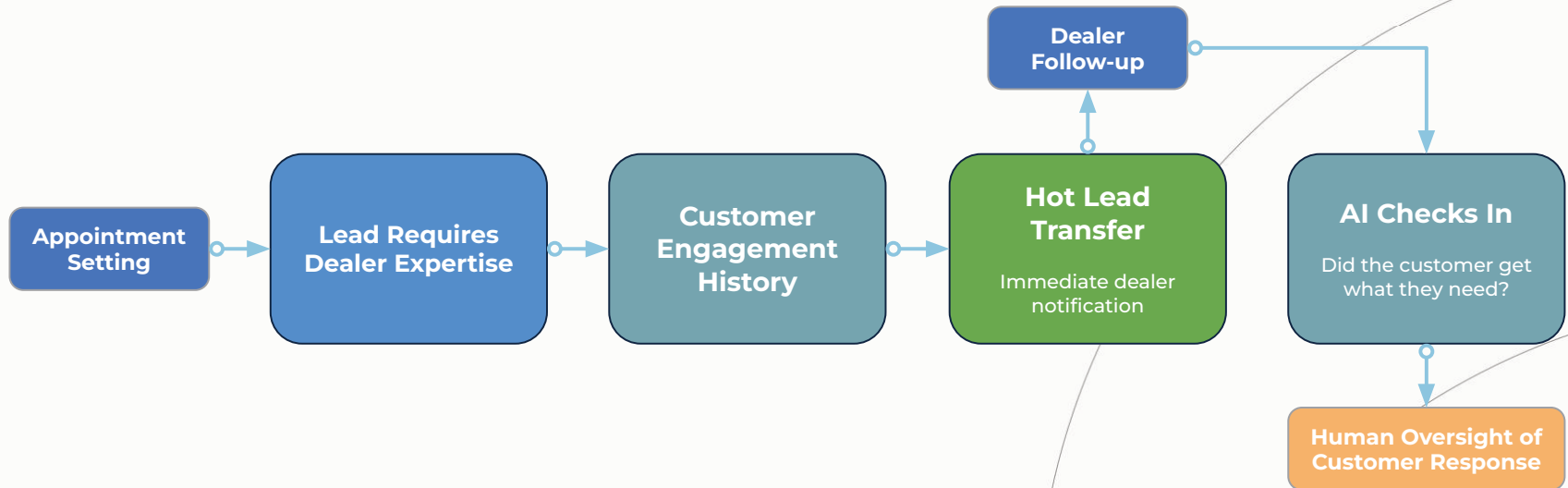


# APPOINTMENT SETTING





# DEALER HANDOFF



# HUMAN INVOLVEMENT EXAMPLES

- AI can sometimes provide an inaccurate or incomplete answer — our system flags these moments so a trained human can step in and respond accurately.
- AI may occasionally misinterpret a customer's question — our platform detects those cases in real time to ensure the right information and experience are delivered by a trained human.
- Ask to speak to human
- Detailed questions about payment/finance - **DIRECT HOT LEAD TO DEALER**
  - User asks about payment
  - finance/out-the-door price questions
  - pricing information
  - Pricing information when price unknown/under \$1k
  - Target vehicle does not have a price
- Service Related Inquiries
- 10+ positive chats
- Questions about vehicle photos
- Mentions that they are already talking to a dealer, dealership, or salesperson
- The user mentions that they do not wish to be texted or emailed.
- Customer includes SSN, CC Number
- Multiple Negative Interactions



# **SAMPLE CONVERSATIONS**

# CONVERSATION: TRADE-IN

Conversation with a customer with broken grammar and who owes more than her trade is worth.

**Bradley Carter** Aug 30 2025 11:03am

Following up on the 2022 Ford Bronco Sport email. Any questions? Was it style or price that caught your eye? Reply HELP for help. Reply STOP to unsubscribe. Msg&Data Rates May Apply.



**Diane Maciecki** Aug 30 2025 11:04am

I work with horse do I was looking for something I can fit all my equipment into.



**Bradley Carter** Aug 30 2025 11:04am

The 2022 Ford Bronco Sport could be a great fit for your needs, as it offers ample space and versatility. It features a roomy interior and a roof rack for additional storage. Would you like to schedule a test drive to see if it meets your requirements?



**Diane Maciecki** Sep 01 2025 03:46pm

I am upside down on my current vehicle



**Bradley Carter** Sep 01 2025 03:46pm

I understand that being upside down on your current vehicle can be challenging. We offer competitive trade-in values based on market conditions, which might help improve your situation. Would you like to schedule an evaluation to explore your options further?



# CONVERSATION: URGENT

Conversation with an urgent customer who wants to do business virtually.

**Ciara Robertson** Jun 09 2025 07:42pm

Hi yes I need something reliable big enough for my 4 kids with a low down payment

**Brittany Carter** Jun 09 2025 07:42pm

Thank you for reaching out! We have a variety of vehicles that could be a great fit for your family. I recommend considering our selection of SUVs or minivans, which offer ample space and comfort for your kids. We also offer a range of financing options to accommodate a low down payment. Would you like to schedule an appointment to discuss your options and possibly take a test drive?

**Ciara Robertson** Jun 09 2025 07:43pm

Yes but I do not want a mini van sounds crazy just not a fit for me

**Brittany Carter** Jun 09 2025 07:44pm

I understand! An SUV might be a perfect choice for you then. They offer plenty of space and versatility without being a minivan. Let's schedule an appointment for you to explore our SUV options and discuss financing. What day and time would work best for you?

**Ciara Robertson** Jun 09 2025 07:44pm

Is it possible to do most of this over the phone I work 5 days a week

**Brittany Carter** Jun 09 2025 07:44pm

Absolutely, we can arrange a phone call to discuss your options and answer any questions you may have. Please let me know the best time and day for you to receive a call, and we'll set it up for you.

**Ciara Robertson** Jun 09 2025 07:46pm

Is today to late

**Ciara Robertson** Jun 09 2025 07:46pm

Right now ?

**Brittany Carter** Jun 09 2025 07:46pm

Today is not too late! Please let me know what time works best for you, and we'll arrange a call to discuss your options.

**Ciara Robertson** Jun 09 2025 07:47pm

I'm ready now

**Brittany Carter** Jun 09 2025 07:47pm

Great! I'll have someone from our team reach out to you shortly. If you have any specific questions or topics you'd like to cover during the call, feel free to let me know.



# REPORTING

# CRM INTEGRATION MATRIX

CRM	FQR in CRM	What we post
AutoAlert	YES	Activities with links / Appointments
eLeads	YES	Activities with links / Appointments
DealerSocket	YES	Notes with links / Appointments
DriveCentric	YES	Notes with links / Appointments (Beta)
VinSolutions	YES	Notes with links / Appointments
OpLogic	YES	Activities with links / Appointments
Tekion	YES	Activities (Testing) / Appointments
Focus CRM (ReyRey)	YES	N/A
DealerPeak	YES	N/A

# VIN SOLUTIONS

How a conversation looks inside the CRM.

VinLens Insights Settings

Search Customers

ads Add Customer Customers Letters Links

Notes:  
<https://my.overnightbdc.com/CRMIntegration/message/d/1715/n>  
Agent Comments:

06/09/2025 7:44 PM **General Note**  
By: Brittany Carter  
Type: SMS To: 8043124413 From: 8032636999 Body: Absolutely, we can arrange a phone call to discuss your options and answer any questions you may have. Please let me know the best time and day for you to receive a call, and we'll set it up for you.  
Notes: <https://my.overnightbdc.com/CRMIntegration>

06/09/2025 7:44 PM **General Note**  
By: Brittany Carter  
Type: SMS To: 8032636999 From: 8043124413 Body: Is it possible to do most of this over the phone I work 5 days a week  
Notes: <https://my.overnightbdc.com/CRMIntegration/message/d/1715/n>  
Agent Comments:

























06/09/2025 7:44 PM **General Note**  
By: Brittany Carter  
Type: SMS To: 8043124413 From: 8032636999 Body: I understand! An SUV might be a perfect choice for you then. They offer plenty of space and versatility without being a minivan. Let's schedule an appointment for you to explore our SUV options and discuss financing. What day and time would work best f

06/09/2025 7:44 PM **General Note**  
By: Brittany Carter  
Consumer SMS/texted in to dealer or BCP  
Additional Information:  
<https://my.overnightbdc.com/CRMIntegration/message/d/1715/n>



# CDK

How a conversation looks inside the CRM.

▼	9/09/25 10:14 AM	Text Message	Completed	To: 2257150674 From: 9854446289 Body: Thank you! What day this week are you free...	Toyota of Morgan City, -	  
▼	9/09/25 9:18 AM	Text Message	Completed	To: 9854446289 From: 2257150674 Body: I have a 2015 Highlander limited; Notes: Agen...	Toyota of Morgan City, -	  
▼	9/09/25 9:00 AM	Send Email/Letter	Sent - Completed	<i>We're Open!</i> To: mbhumphrey77@gmail.com From:...	Toyota of Morgan City, -	  
▼	9/09/25 8:26 AM	Text Message	Completed	To: 2257150674 From: 9854446289 Body: Not a problem. The 2024 Toyota Grand Highland...	Toyota of Morgan City, -	  
▼	9/09/25 8:15 AM	Text Message	Completed	To: 9854446289 From: 2257150674 Body: I can't come today; Sorry I had to hang up but...	Toyota of Morgan City, -	  
▼	9/09/25 8:10 AM	Text Message	Completed	To: 2257150674 From: 9854446289 Body: Hi, this is Brittany Carter at Morgan City Toyota. ...	Toyota of Morgan City, -	  
▼	9/09/25 8:00 AM	Phone Call	Completed	To: 2257150674 From: 9854647713 Note: Agent Comments: pilar- hung up	Toyota of Morgan City, -	  
▼	9/09/25 4:58 AM	Send Email/Letter	Sent - Completed	<i>Your inquiry with Morgan City Toyota</i> To: mbhumphrey77@gmail.com From:...	Toyota of Morgan City, -	  

# DRIVE CENTRIC

How a conversation looks inside the CRM.

The screenshot displays a vertical timeline of six notes from 'BetterCarPeople' to 'Brittany Cooper'. Each note is preceded by a yellow document icon and a timestamp. The notes contain details about outbound calls and emails, appointment reminders, and appointment details. A 'Scroll to top' button is visible in the first note.

**Note by BetterCarPeople** • Today at 11:41 AM

Brittany Cooper, Outbound Call: To: 7046927353 From: 2679362924 Note: wed 4pm

**Note by BetterCarPeople** • Today at 11:41 AM

Brittany Cooper, Outbound Email: To: From: Subject: Appointment Reminder - Matt Blatt Kia of Abington Body: Hi Jim, This is to confirm your appointment is scheduled for Wed, 06/18/2025 at 04:00 PM ...

**Note by BetterCarPeople** • Today at 11:41 AM

Brittany Cooper, Appointment: View Appointment Details: Note: wed 4pm

**Note by BetterCarPeople** • Today at 11:37 AM

Brittany Cooper, Outbound Call: To: 7046927353 From: 2679362924 Note: MaryV/Store Appointment set for 06/17/25 04.00 PM Would want to get a vehicle and will like to obtain additional details regarding t...

**Note by BetterCarPeople** • Today at 11:37 AM

Brittany Cooper, Outbound Email: To: From: Subject: Appointment Reminder - Matt Blatt Kia of Abington Body: Hi Jim, This is to confirm your appointment is scheduled for Tue, 06/17/2025 at 04:00 PM ...

**Note by BetterCarPeople** • Today at 11:37 AM

Brittany Cooper, Appointment: View Appointment Details: Note: MaryV/Store Appointment set for 06/17/25 04.00 PM Would want to get a vehicle and will like to obtain additional details regarding the vehic...

# OPLOGIC

How a conversation looks inside the CRM.



Note

09/16/2025 - 08:24 AM

Better Car People

Sent SMS:

<https://my.overnightbdc.com/CRMIntegration/message/d/292>

Agent Comments:



Text Message

09/16/2025 - 08:22 AM

Better Car People

8104234601 - Thank you for reaching out! We have a variety of SUVs and trucks that could fit your needs. While I don't have the exact monthly payment details, we can certainly explore options that might align with your budget. I recommend scheduling an appointment with our finance department to discuss financing options and find the best fit for you. Would you like to set up a time to visit the dealership or have a call with our finance team?



Text Message

09/16/2025 - 08:22 AM

Customer Response

8105103045 - Also, I wouldn't be against a lease if I could get the payments under 300



Text Message

09/16/2025 - 08:22 AM

Customer Response

8105103045 - Hello, I am looking for an suv/truck that will fit a family of 5. Highly interested in longer lasting brands like toyota or suburu but open to anything not an equinox or Terrain. I would like to see a list of suv/trucks that would be less than 300 a month can you do that?



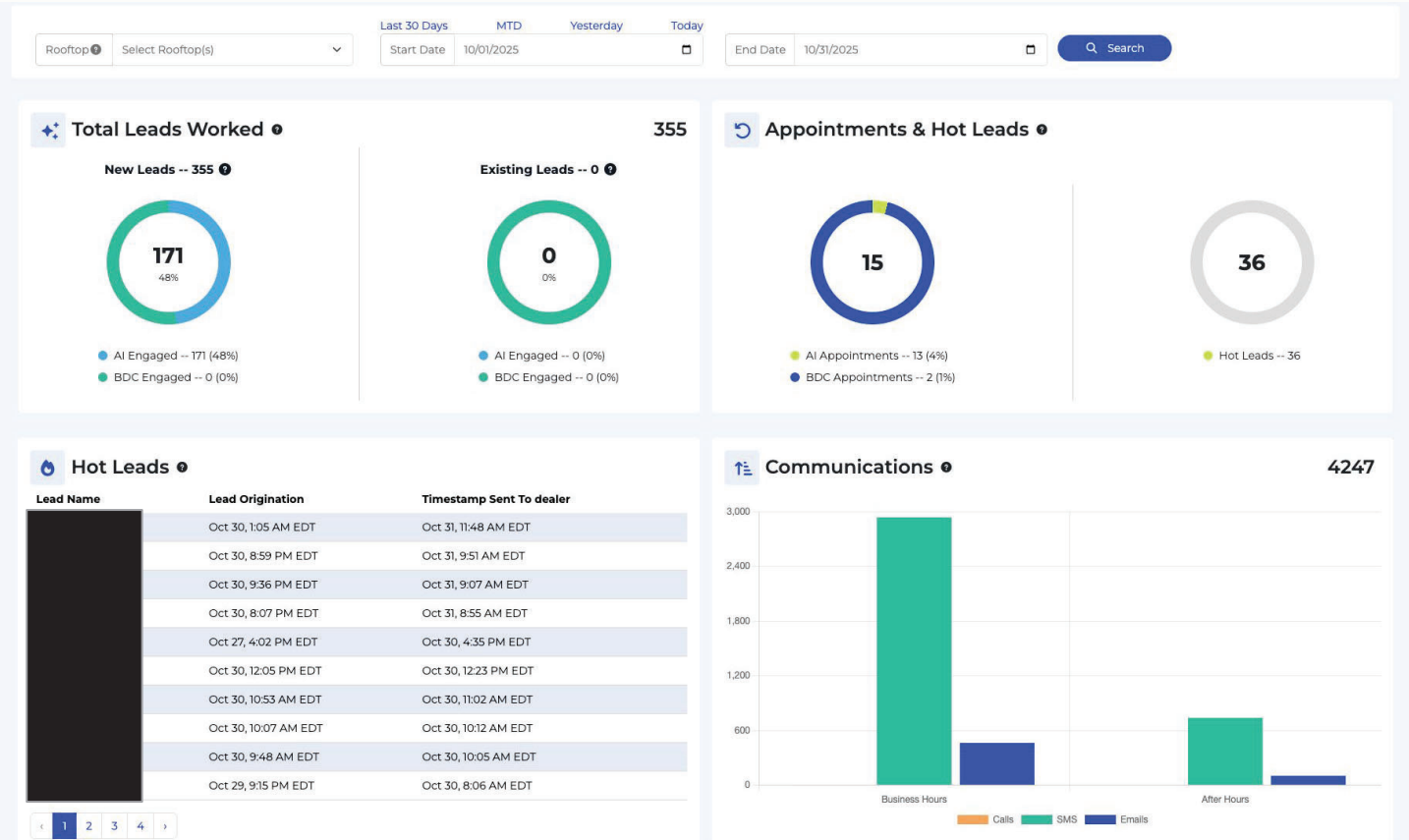
Text Message

09/16/2025 - 08:13 AM

Better Car People

8104234601 - Interested in the 2019 GMC Acadia for \$16,795? I can share details on specs and features. Is this the type of vehicle you have been searching for, or are you open to others? Reply HELP for help. Reply STOP to unsubscribe. Msg&Data Rates May Apply.

# THE DASHBOARD



# QUESTIONS & ANSWERS

## **Dr. Aimi Gundersen**

DAILY POINT OF CONTACT

[aimi.gundersen@bettercarpeople.com](mailto:aimi.gundersen@bettercarpeople.com)

## **Lauren Bragg**

NNA VIP AND DEALER SUPPORT

[lauren.bragg@bettercarpeople.com](mailto:lauren.bragg@bettercarpeople.com)

## **Sales Support**

GENERAL SALES SUPPORT

[nissan@bettercarpeople.com](mailto:nissan@bettercarpeople.com)

# Dealers with BDC in August with no Sales AI who had AI all of October

Metric	August (No AI)	October (With AI)	Change (Absolute)	Change (%)
Total Leads Worked	14,109	12,733	-1,376	-9.75%
Total Engaged Customers	4,027	4,638	+611	+15.18%

Metric	August Rate (No AI)	October Rate (With AI)	Lift in Rate
New Leads	50.26%	61.09%	+21.54%
Existing Leads	4.27%	10.04%	+134.88%
Total Leads	28.53%	36.41%	+27.62%

The addition of AI led to a substantial increase in engagement efficiency, translating directly into a higher absolute number of engaged customers despite a lower volume of leads worked.

1. **Massive Efficiency Gains:** The AI's biggest impact was on **Existing Leads**, increasing the engagement rate by over 134%.
2. **Higher Output with Less Input:** Total leads worked were **down 9.75%**, but the total number of engaged customers was **up 15.18%**.
3. **Overall Performance Lift:** The total contact rate across all leads increased by 27.62%.

# AI Only Customers Live in October

Metric	Our Sales AI Performance	Competitor Range	How Much Better We Are (Range)	Key Takeaway
Engagement Rate	44.23%	10% to 25%	76.92% to 342.30% higher	The AI's conversational ability paired with our automotive expertise and prompting generates more conversation
Appointment Rate	3.47%	0.1% to 1%	247.00% to 3,370.00% higher	We are not just getting replies; we are directly driving high-value outcomes (appointments).