Revenue-Driven Operational AI for the
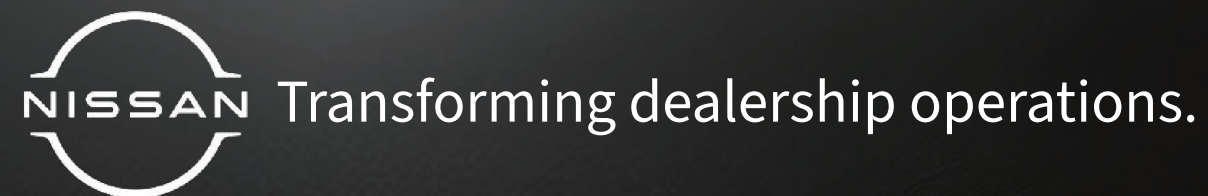# Modern Nissan Dealer

Turning Missed Opportunities into Measured Results

NISSAN Transforming dealership operations.

Introducing ID Privacy AI

The first agentic AI built for how dealerships really operate.

24/7 Coverage   **OEM-Compliant Privacy**   **Human-in-the-Loop**

Not a Chatbot. Not an Add-on. An operational partner.

Powered by IDPrivacy.ai • Shift Digital Approved for Nissan Dealers

THE PROBLEM:
EVERY MISSED LEAD COSTS GROSS

Speed-to-lead isn't optional. It's the difference between winning and losing the sale.

Dealers must adapt to a new era of customer connection:

- Customers don't wait for business hours anymore.
- The first dealer to respond usually wins the conversation, and the deal.

SPEED TO LEAD

74% of buyers choose the first dealer who responds

CUSTOMER EXPERIENCE
Instant, personalized replies build trust - and loyalty.

AFTER HOURS ENGAGEMENT
Dealers using AI convert 22% more after-hours leads.

Dealers face three pressures that cost gross:

- Rising BDC labor costs
- Limited coverage hours
- Missed follow-ups

Dealers aren't losing leads. They're losing *response time*

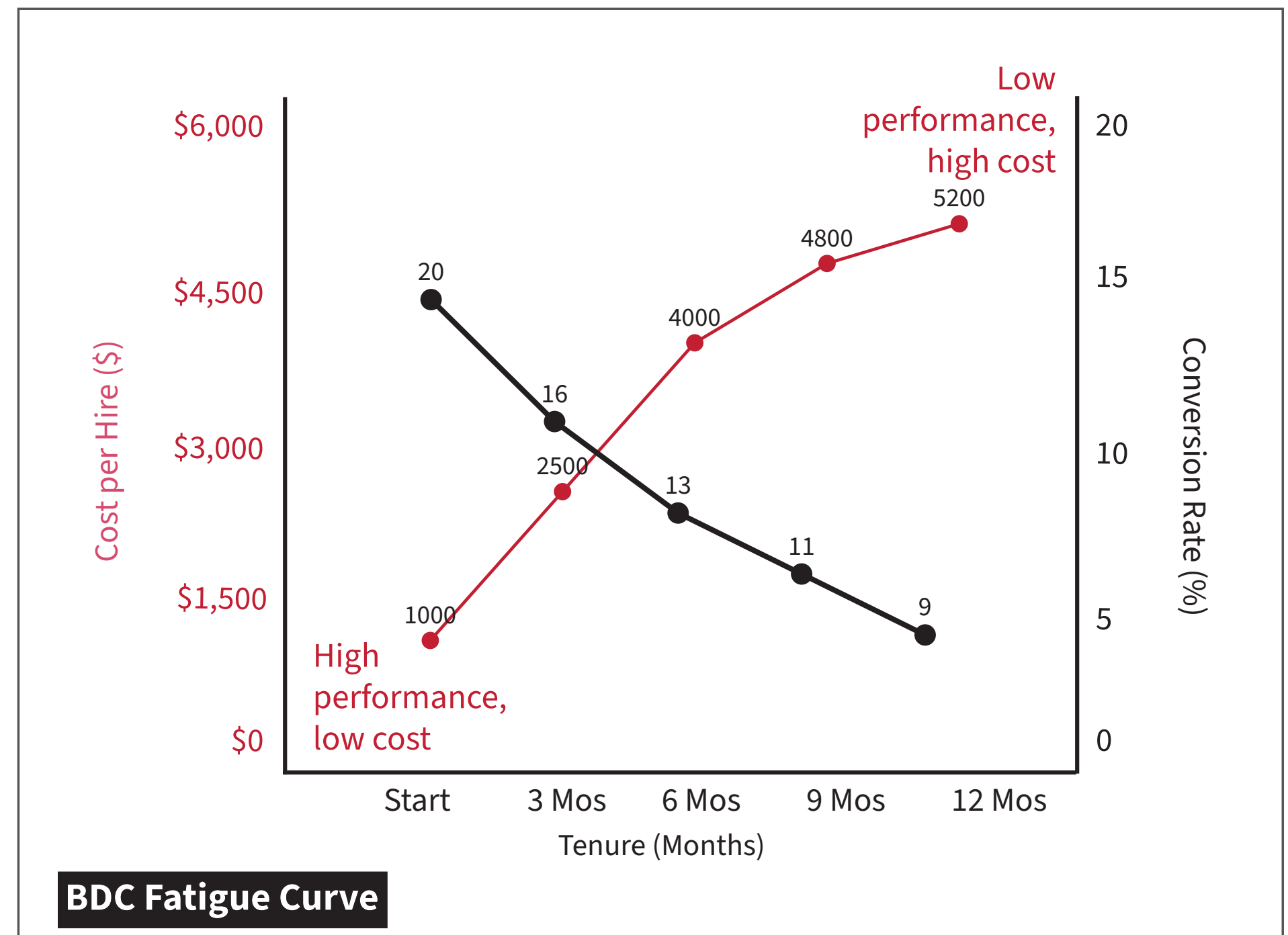**ID Privacy AI fills the response gap —** working every lead, every channel, every hour.

The Dealer Efficiency Gap is Costing You Sales

Rising costs and burnout are breaking the traditional BDC model.

- **38% turnover = $5K lost per hire**

- **43% of leads go unanswered after 24 hours**

- **40% of leads arrive after hours**

- **Wages up 22%, appointments down 18%**

IDPrivacy.ai™

Traditional BDC models can't scale - they're collapsing due to the FATIGUE EFFECT.
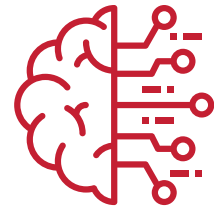

BDC Fatigue Curve

Low performance, high cost

High performance, low cost

Cost per Hire ($): $6,000 / $4,500 / $3,000 / $1,500 / $0

Conversion Rate (%): 20 / 15 / 10 / 5 / 0

Tenure (Months): Start / 3 Mos / 6 Mos / 9 Mos / 12 Mos

Conversion Rate values: 20, 16, 13, 11, 9

Cost per Hire values: 1000, 2500, 4000, 4800, 5200

Why ID Privacy AI

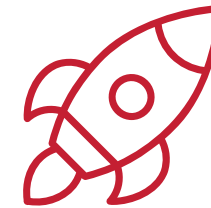**Purpose-Built for Automotive Operations**

Agentic AI That Acts, Not Just Talks

Proven Revenue Results

Privacy-first and OEM Compliant

Enterprise-Grade and Scalability

Dealers & OEMs Trust Us

'This is the future of automotive retail. The AI doesn't replace people — it multiplies their productivity.'

-New Jersey Franchise Dealer

'We've been live for one month, and we just had our best service month in dealership HISTORY!'

-South Carolina Franchise Dealer

'Our reps are fighting over the Hot Leads! They can't believe how many good leads are coming thru.'

-Louisiana Franchise Dealer

Backed by Experience

Built on Real Automotive Expertise

Founded by leaders who've scaled national dealer programs and powered OEM campaigns across every major brand.

Trusted by Major OEM Programs

Proven partnerships with top manufacturers delivering privacy-compliant, AI-driven results.

Owned, Privacy-First Infrastructure

All data processing occurs within ID Privacy's secure AI environment — never shared, never outsourced.

Led by Industry Innovators

Albert Thompson, Emeka Kalu, Shaoor Munir, Muaz Maqbool, Su-Lin Velin, Gini Resnick and Mercedes Garcia-Purinton - experts in AI, ad tech, and automotive digital transformation.

Trusted by OEMs. Built for Dealers. Powered by Privacy.

IDPrivacy.ai
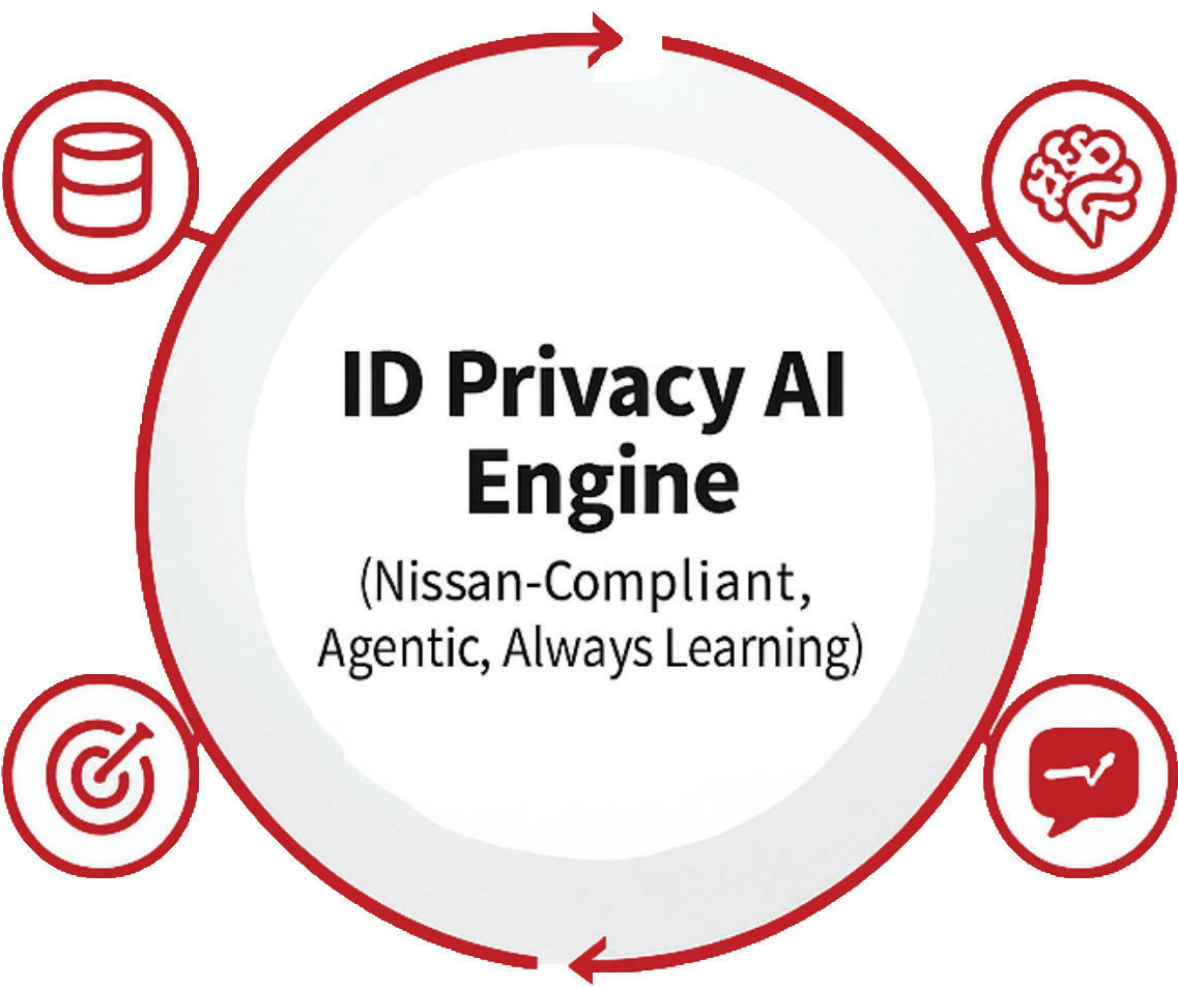
Extract. Learn. Engage. Deliver.

A closed-loop AI system designed to continously refine, respond, and perform across every dealership touchpoint.

EXTRACT

Securely ingest data from CRM, DMS, and communication systems - structured for compliant, privacy-first analysis.

DELIVER

Surface insights, automate reporting, and feed results back into your teams work performance.

ID Privacy AI Engine

(Nissan-Compliant, Agentic, Always Learning)

LEARN

Identify behavior patterns, optimize responses, and adapt to dealer-specific goals and customer tone.

ENGAGE

Communicate instantly across chat, voice, and text - connecting customers to the right human at the right time.

PERFORMANCE SNAPSHOT

⚡	Coverage	**24/7/365** vs 8 hrs/day
⏱	Response Time	**Seconds** vs minutes or hours
$	Cost Efficiency	**15%** of traditional BDC
🚀	ROI Timeline	**30 days** vs. 3-6 months
🧲	Churn	**0%** vs. High Churn

Continuous intelligence. Continuous improvement. 24/7/365 coverage • Second-speed responses • <30-day ROI

Intelligent. Adaptive. Human-Aware.

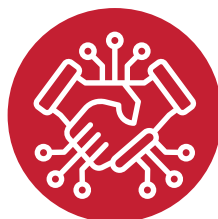Awareness that mirrors your best BDC manager across the journey, context, channel, and time.

Agentic AI
- Understands tone, intent, and sentiment.
- Adapts responses in real time.
- Handles complex, multi-step conversations

Privacy-First Design
- OEM-compliant encryption and data handling
- No data sharing outside the dealer network
- Built on a secure, private AI stack

Human Augmentation
- Frees your staff for high-value conversations
- Routes hot leads instantly
- Knows when to involve a human

Journey Awareness
Understands where the shopper is in their journey - research, trade-in, test drive, or finance - and adapts next steps accordingly.

Context Awareness
Remembers vehicles, objections, and preferences - every interaction builds on the last.

Channel Awareness
Keeps continuity across chat, call, SMS, and email - one unified conversation.
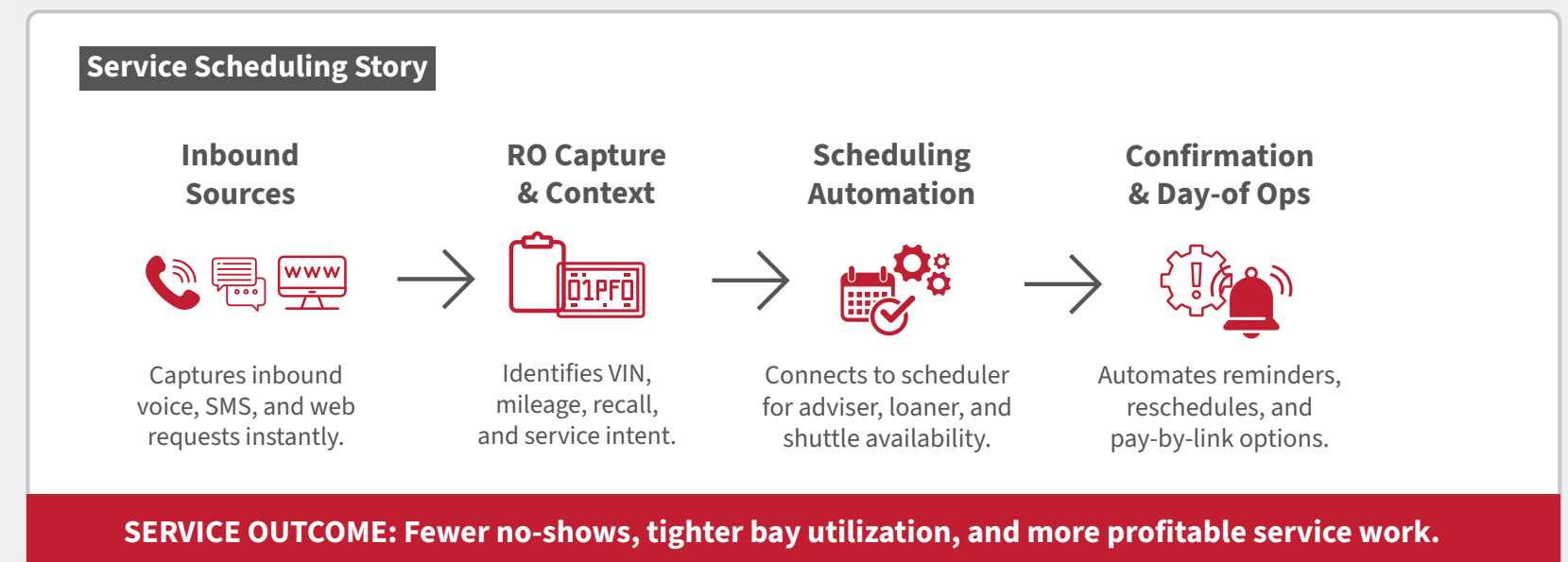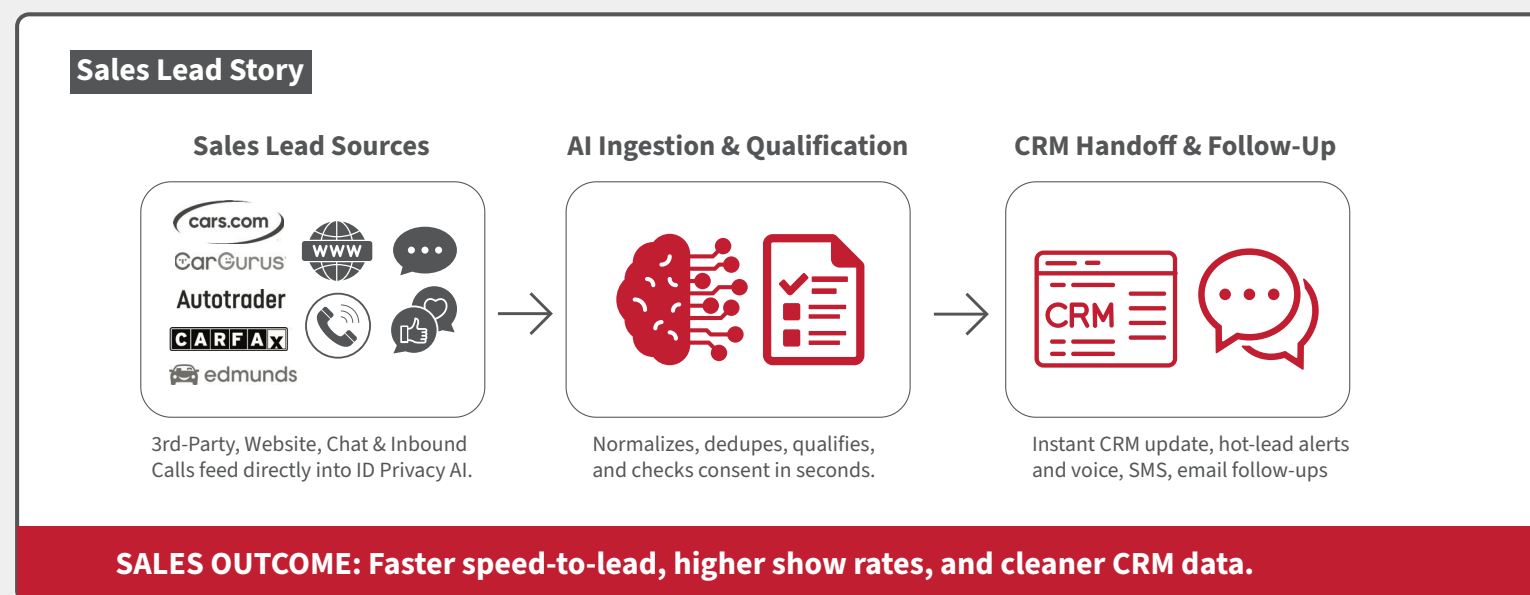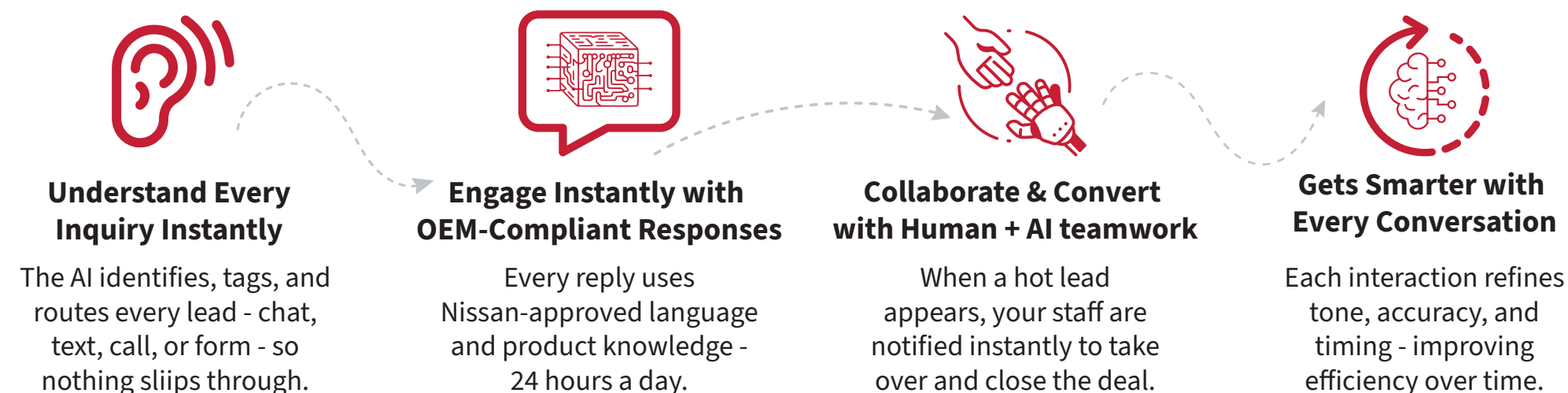
Temporal Awareness
Understands timing - follows up when engagement is highest and is never too late.

Persistent Memory + Policy Guardrails = Human-grade conversations at scale

The result: Smart AI with human-grade conversations, delivered at machine scale.

How It Works: From Lead to Loyalty

Transforming every customer interaction into a compliant, intelligent conversation — from first contact to lasting loyalty.

Understand Every Inquiry Instantly
The AI identifies, tags, and routes every lead - chat, text, call, or form - so nothing sliips through.

Engage Instantly with OEM-Compliant Responses
Every reply uses Nissan-approved language and product knowledge - 24 hours a day.

Collaborate & Convert with Human + AI teamwork
When a hot lead appears, your staff are notified instantly to take over and close the deal.

Gets Smarter with Every Conversation
Each interaction refines tone, accuracy, and timing - improving efficiency over time.

Sales Lead Story

Sales Lead Sources

cars.com
CarGurus
Autotrader
CARFAX
edmunds

3rd-Party, Website, Chat & Inbound Calls feed directly into ID Privacy AI.

AI Ingestion & Qualification

Normalizes, dedupes, qualifies, and checks consent in seconds.

CRM Handoff & Follow-Up

CRM

Instant CRM update, hot-lead alerts and voice, SMS, email follow-ups

SALES OUTCOME: Faster speed-to-lead, higher show rates, and cleaner CRM data.

Service Scheduling Story

Inbound Sources

Captures inbound voice, SMS, and web requests instantly.

RO Capture & Context

Identifies VIN, mileage, recall, and service intent.

Scheduling Automation

Connects to scheduler for adviser, loaner, and shuttle availability.

Confirmation & Day-of Ops

Automates reminders, reschedules, and pay-by-link options.

SERVICE OUTCOME: Fewer no-shows, tighter bay utilization, and more profitable service work.

Privacy-First Foundation:
All data is encrypted and processed within ID Privacy's owned infrastructure — ensuring OEM-grade compliance and zero data sharing beyond the dealer network.
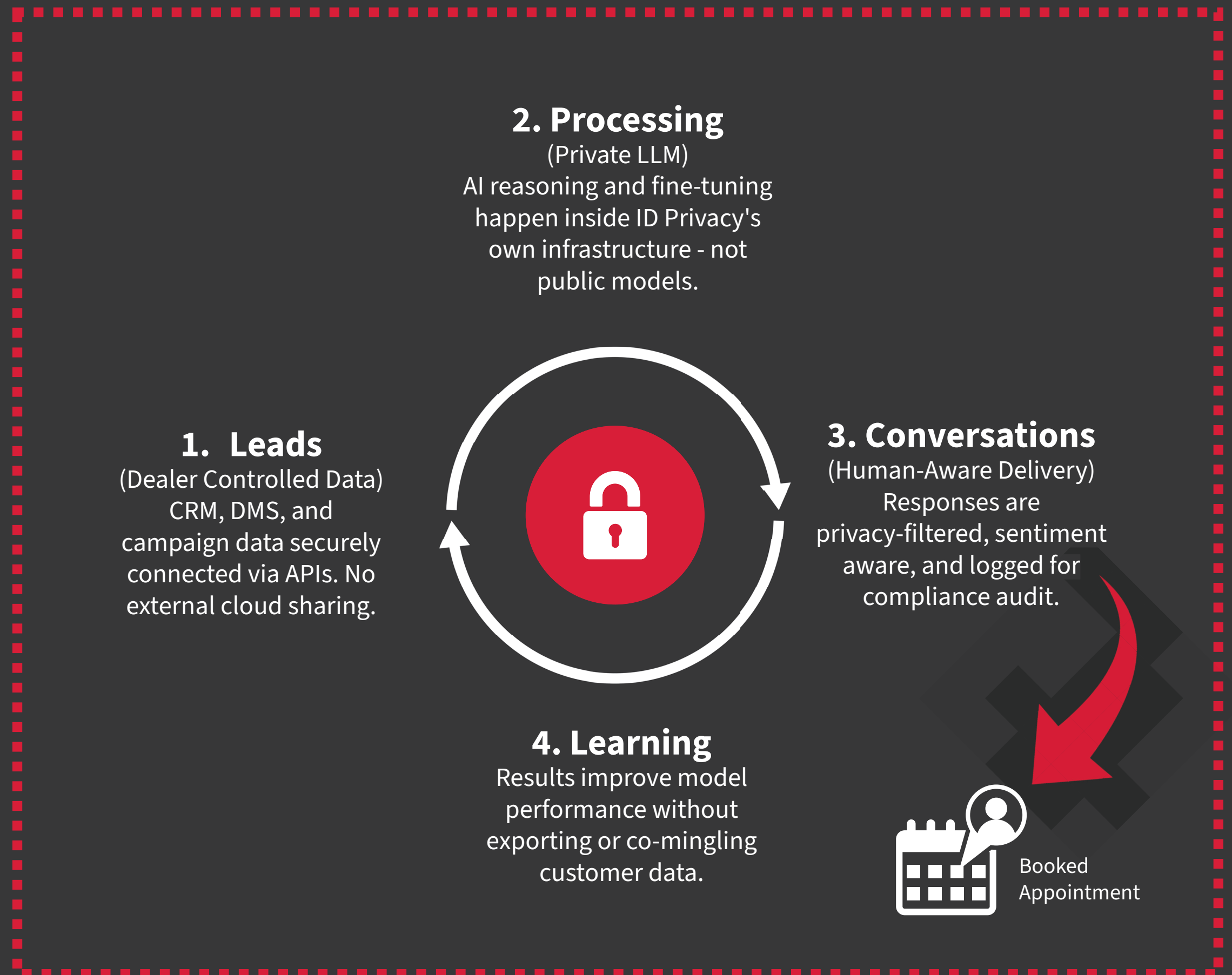
IDPrivacy.ai

IDPrivacy.ai™

PRIVACY-FIRST ARCHITECTURE:
NISSAN COMPLIANT
BY DESIGN

Behind every intelligent interaction is a privacy-secure infrastructure designed for compliance, transparency and control.

Built on the same privacy principles Nissan demands.

2. Processing
(Private LLM)
AI reasoning and fine-tuning happen inside ID Privacy's own infrastructure - not public models.

1. Leads
(Dealer Controlled Data)
CRM, DMS, and campaign data securely connected via APIs. No external cloud sharing.

3. Conversations
(Human-Aware Delivery)
Responses are privacy-filtered, sentiment aware, and logged for compliance audit.

4. Learning
Results improve model performance without exporting or co-mingling customer data.

Booked Appointment

Why ID Privacy AI Is Different

- **Agentic AI:** Human-aware, adaptive intelligence that thinks and acts, not just replies.
- **Privacy-First Architecture:** OEM-grade encryption, private learning loops, zero data sharing.
- **Human-in-the-Loop Collaboration:** Dealers can see, adjust, and coach every conversation in real-time.
- **24/7 Omnichannel:** Unified coverage across voice, SMS, chat, and email on a single platform.

Key Differentiator	ID Privacy AI	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
Voice-First Agents	✓	?	✓	~	✓	✓	X
Inbound Service Calls	✓	?	✓	~	✓	✓	X
Inbound Sales/BDC Calls	✓	?	✓	~	~	✓	X
Outbound AI Calls (Proactive)	✓	~	?	~	?	?	X
Other Channels (Chat/SMS/Email/Video)	✓ Full	SMS + web	SMS	Voice, SMS & Web	Voice + Web	Voice / SMS	Email / SMS
Departmental Coverage	**Sales + Service + Reception**	Sales Centric	Service + Reception	CX/BDR General	Service Only	Sales + Service	Sales + Marketing

Legend: ✓ = Supported   ~ = Limited / Partial   X = Not offered   ? = Not clearly published

Only ID Privacy AI combines full AI autonomy with OEM-level privacy compliance and human oversight.   **IDPrivacy.ai**™

Dealers See Results Immediately

Measurable impact after launch.

+63%

Lift in Appointments

81%

Contact Rate vs. 55% BDC Avg

$72,000

Value Realized in 45 Days

3.2 FTEs

Equivalent at 15% of Cost

Metrics derived from market-level pilot data and automotive retail benchmarks.

IDPrivacy.ai™

Onboarding With a Learning Curve

Expect the Unexpected - Because Real Intelligence Learns

Your Agent Live and Learning Within 30 Days

Access & Discovery (Days 1-3)
We gather your system credentials and align workflows to your dealership processes.

Systems Integration (Days 4-10)
The agent connects with your DMS, CRM, and scheduler to begin learning from live data.

Fine-Tuning & Testing (Days 11-20)
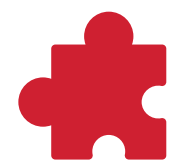We adapt tone, scripts, and workflows to match your team's communication style.

Go Live & Optimize (Days 21-30)
Your AI Agent goes live. We monitor, refine, and measure real results in the first 30 days.
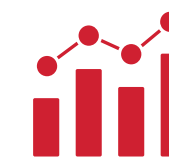
Fast, structured onboarding. Immediate performance. Zero disruption.

The Four Realities of AI Learning

From Imperfect to Improving Daily

AI starts where your BDC starts - but improves every day, not every month.

The Real BDC Gap

6-9% lead conversion and high missed-call rates = silent revenue loss AI closes.

Real-Time Thinking

Small pauses = cognition. AI processes customer intent, not scripts.

Learning from Mistakes

Every misstep becomes a training signal. No fatigue, no excuses - just steady improvement.

Private learning loops tuned to your dealership

IDPrivacy.ai

What Dealers Will See in Their Dashboard

Lead Volume & Engagement

Leads worked, Total Calls, SMS, or emails; Total Hot leads Sent

Channel Mix

AI vs. Human Activity Calls, Emails, SMS After-hours breakouts

Appointment Impact

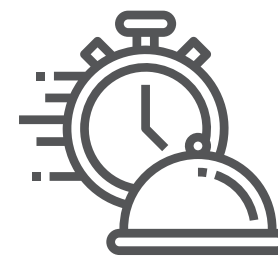How many appointments were booked by AI vs Human

Engagement Quality

Message interaction quality and reponse engagement

Shift Certified: Daily lead nurture metrics updated every morning - aggregated, compliant, and CRM-synced.
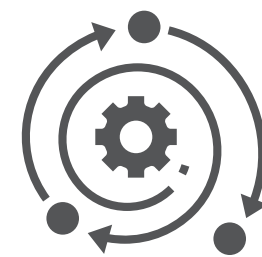
ID PRIVACY EXCLUSIVE INSIGHTS

Nissan dealers see Shift-certified dashboards, while ID Privacy extends visibility through deeper behavioral and contextual analytics.

Speed to Lead
Tracks average AI vs Human response times to inbound leads

Agent Impact
AI index merging engagement, conversion, sentiment.

Revenue Impact
Track sales and service revenue impact by agent over time.

Export to CSV / PDF | Dealer + rooftop rollups | Nissan-compliant audit trail

Our GTM Offerings (Nissan-Ready)

IDPrivacy.ai

Purpose-built agentic AI modules designed for modern dealership operations—fully compliant, fully integrated.

Service Pro
Answers, schedules, and confirms - handles ROs, recalls, transport, and upsells.

Sales Pro
Qualifies buyers, books appointments, and sends hot leads straight to the desk.

Campaign Pro
Runs compliant AI outreach for aged leads, events, and conquest lists.

Social Pro
Responds to DMs and comments, routes shoppers, and captures leads.

Review Pro
Monitors and replies to Google reviews with tone-matched, brand compliant responses.

VDP Pro
Blends video + 1P data for personalized, avatar-led engagement on dealer sites.

Shift Digital Approved • Nissan-Compliant Privacy • CRM / DMS Integrated

IDPrivacy.ai™

The Smart Dealership Era Isn't Coming - It's Here

With ID Privacy AI, every lead is answered, every interaction is compliant, and every insight drives performance — automatically.

Enroll through the Shift Digital Portal →

This isn't the future. It's the standard now.