



The logo for "shift digital" features the word "shift" in a bold, orange, sans-serif font, followed by "digital" in a smaller, gray, sans-serif font. A registered trademark symbol (®) is positioned at the top right of "digital".

AI Lead Nurturing Solution

AGENDA

 **Introductions**

 **Overview of STELLA AI**

 **AI Lead Nurturing Solution**

 **Pricing**

 **Roadmap**



Automotive-Built AI: Developed by auto retailers for auto retailers—purpose-built for the dealership environment or idea

Industry-Backed Innovation: Funded and supported by leading dealer groups and automotive tech partners

Best-in-Class Technology: Combining conversational AI, real-time insights, and native DMS integrations

People-Powered Execution: Supported by experienced automotive professionals, data scientists, and client success teams

360° Focus: Purpose-driven to optimize every connection between Brand, Dealer, Vehicle, and Customer

WHO IS STELLA?



WHAT MAKES US UNIQUE

- AI Dealers Trust
- Best-in-Class AI Tech
- Deep, Certified System Integrations
- Exclusive Relationships with Top Auto Retailers
- Experience = Industrial Grade Tech and Solution Knowledge

AI POWERED LEAD MANAGEMENT



STELLA Reception

Intelligent virtual receptionist that answers every call, routes accurately, and delivers a seamless customer experience.



STELLA BDC

AI to handle routine calls, freeing agents for complex inbound, outbound, or after hour needs.



STELLA Service

AI-powered voice assistant helps dealers books appointments and supports service 24/7



STELLA AutoPilot

AI-powered platform that drives conquest and retention through personalized, multi-channel outreach and scheduling.

Our Clients, Partners & Investors



SEWELL

SOLERA





Integration Partners



In Development





STELLA AI Lead Nurturing Solution





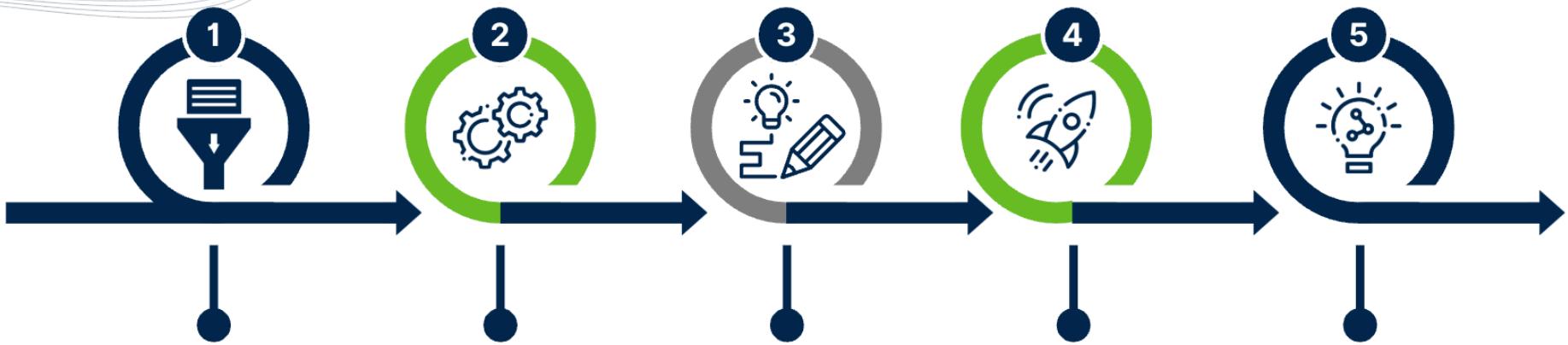
CONCERNS IN TODAYS AUTOMOTIVE RETAIL

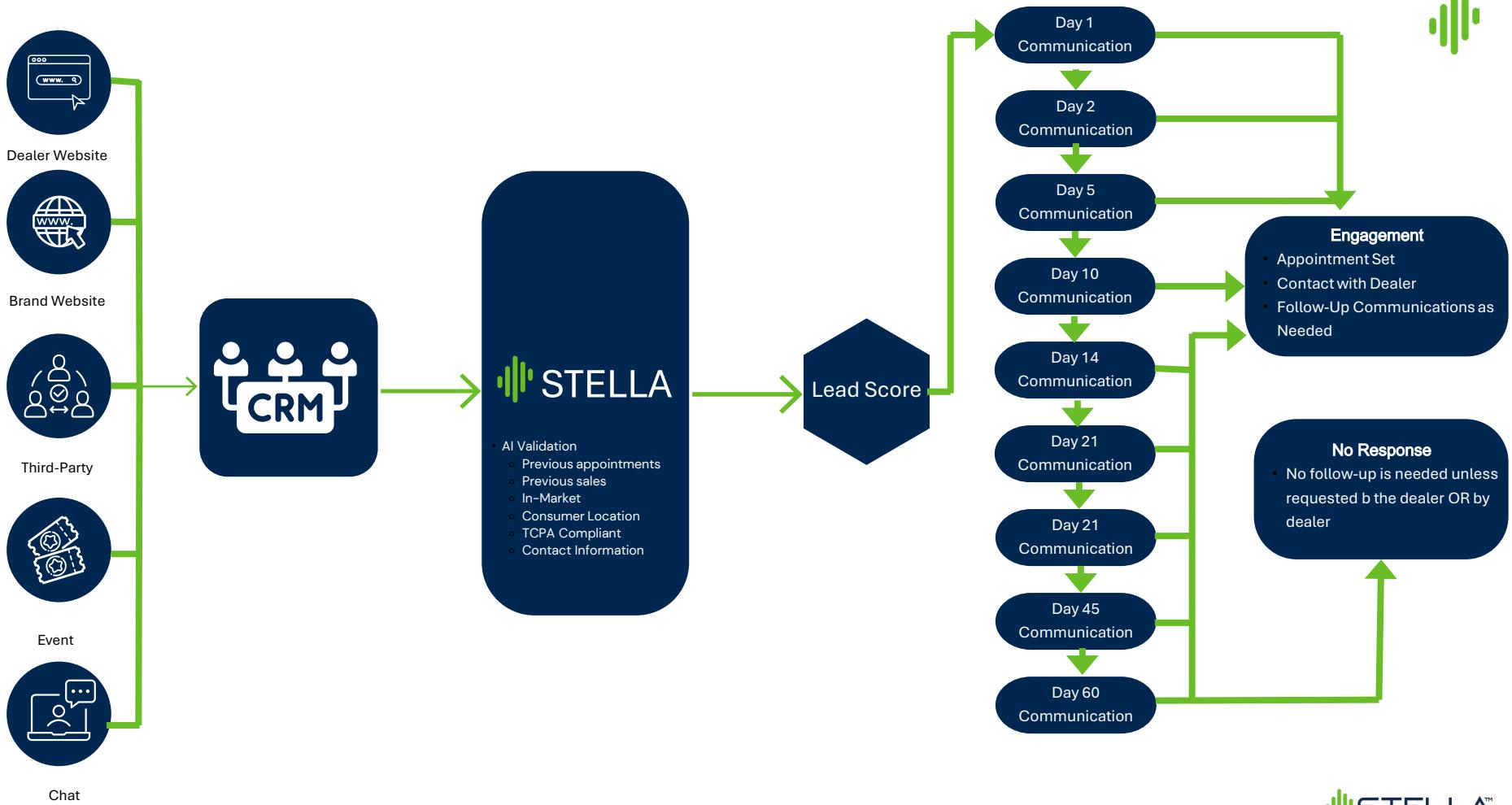
- 1 Generating leads is only half the battle - **converting them is the real challenge**
- 2 Modern consumers expect a **personalized, on-demand experience**
- 3 Missed connections = **missed revenue across sales & service**
- 4 43.2% of dealership leads in 2024 were **mishandled or never engaged with**



AI Lead Nurturing Process

A journey that kicks off the minute a lead is submitted.

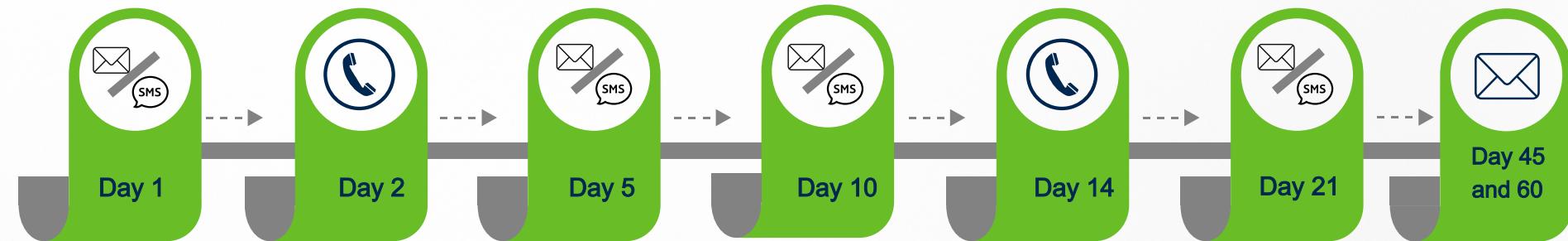




AI LEAD NURTURING CONSUMER JOURNEY



The customer journey is customized for each consumer and changes as they interact or engage. Below is only an example of one possible outcome



Welcome

Channels: email or SMS

Messaging:
Dealer introduction OR
thank you for
loyalty

Appt Schedule

Channels: live call

Messaging:
Friendly
outreach to
schedule
appointment

Incentives

Channels: email or SMS

Messaging:
Advertise current
incentives and
any that may be
exclusive

Why Buy Here

Channels: email or SMS

Messaging:
Brand promises,
market
differentiators

Still in Market?

Channels: live call

Messaging:
Follow-up call to
gage interest
and schedule
appt.

Dealer Value Prop

Channels: email or SMS

Messaging:
Another version
of why buy here,
brand promise

Continued Follow-Up

Channels: email

Messaging:
Check in points
to advertise
savings, see if
still in market



ONBOARDING

- Dedicated team
- 2-3 short meetings to document and tailor the program
- Launch in 3-10 business days
- Minimize impact to dealer while launching the program

PERFORMANCE MANAGEMENT

- Dedicated performance manager
- 24- and 48-hour check-in post launch and ongoing support
- Review metrics/analytics, conduct test calls and discuss conversion opportunities



Dealer Insights and Dealer Action Center



STELLA Home Call Logs Voicemail Messaging Insights OR

Action Needed

- Amanda Brooks** (290) 096-6109 Voicemail left mm/dd, hh:mm Call summary: Vitae dictumst non posuere nisi. Platea at purus vitae ultrices.

[Call back](#)
- Yvette Oberbrunner** (290) 096-6109 Voicemail left mm/dd, hh:mm Egistas egestas integer amet sit. Potent tristique lacinia odio egestas lectus in nulla.

[Call back](#)
- Beverly Wuckert** (290) 096-6109 Called 096-6109. Non lectus dignissim vulputate non sit. Vene odio voluptate malesuada gravida pharetra cursus sit.

[Call back](#)
- Nicolas Roob-Bartell** (290) 096-6109 Called mm/dd, hh:mm Vel cursus nisi tortor morbi interdum diam cras. Urna sit nibh enim vitae.

[Call back](#)
- Eduardo Yupert**

Analytics

09:00a Jan 10, 2025 – 11:30p Jan 16, 2025

Total Calls 772 **Appointment Calls** 275 **Rule-based Transfers** 15 **Booking Opportunities** 260

Immediate Transfers 395 **Immediate Hangups** 69 **Appointment Set Rate** 54% **Appointments Booked** 141

Customer Satisfaction 9.1 **Call Handling Rate** 83% **STELLA Talk Time** 17h 35m

STELLA booking opportunities

STELLA booking opportunities

Category	Value
Total appointments set	84
Live agent requests	48
Caller ended calls	1
STELLA transfers	13

Total STELLA calls

Month

STELLA Home Action needed Call logs Messaging Insights OR

Filter Pending Completed Dismissed

Phone number	Timestamp	Call type	Action	Call summary
La Rhye (440) 264-1566	03/24, 10:14am	Voicemail	Call back	Auge vitae amet consequat lectus pretium orci faucibus lobortis nulla. Pellentesque enim sit ut ullamcorper eleifend tortor.
Linix Baker (281) 834-2466	03/24, 10:14am	Voicemail	Call back	At non semper tempor eu pharetra nunc. Ultrices lectus donec sed lorem leo faucibus sit vulputate.
Steiner (947) 899-5104	03/24, 10:14am	Voicemail	Call back	Eu ultricies amet tristique tincidunt nisi vel dictum amet. Vel ipsum congue integer et in.
Wilkinson (405) 489-0351	03/24, 10:14am	Booking hangup	Text reply	Pharetra auctor arcu viverra enim volutpat nullam amet risus Integer. Consequat aliquet ullamcorper faucibus id nisi vel volutpat lorem.
Nice Wu (967) 494-1998	03/24, 10:14am	Voicemail	Call back	Netus cursus pellentesque risus non leo nulla mattis varius tellus. Ut dignissim dolor id volutpat maurs.
Bill Craig (432) 587-9867	03/24, 10:14am	Booking hangup	Recall follow-up	Cursus ultricies morbi commodo vel id venenatis tempus. Eleifend integer netus elit urna at.
Cano (747) 569-8979	03/24, 10:14am	Booking hangup	Call back	Et convallis aliquam feugiat id tellus nulla. Accumsan tincidunt sapien pellentesque rhoncus lorem rhoncus quisque nisi viverra.
Orlando Diggs (945) 958-8385	03/24, 10:14am	Voicemail	Call back	Leo nisi risus lectus a. Nisi sapien lobortis ornare iaculis.
Andi Lane (933) 516-8158	03/24, 10:14am	Booking hangup	Call back	Id nisi hendrerit consequat in ipsum ut ultrices at. Viverra vulputate eget elementum et pellentesque pellentesque hac.
Kate Morrison (416) 253-4345	03/24, 10:14am	Voicemail	Call back	Consequat diam volutpat sit tellus faucibus volutpat dignissim habitant. Faucibus tellus libero sit lobortis.



Package Details

AI Lead Nurturing

What's Included:

- Automatically follows up on unsold leads with timely, personalized messages via SMS and email.
- Dynamically adapts communication based on lead behavior, engagement, shopping behavior and previous interactions.
- Creates custom engagement journeys for new and returning leads based on AI assessments.
- Utilizes AI to automate scheduling and smart timing to increase appointment conversions.
- Direct integrations with CRM and DMS
- All SMS and e-mail messages
- Dashboard reporting



Pricing

- **\$2995 per month**
- **One time setup fee of \$995**
- **CRM/DMS Passthrough Costs**



Add-On's

- **STELLA BDC** - \$2.75 per record
- **STELLA Service** - \$1995 per month
- **STELLA Reception** - \$1195 per month
- **STELLA Service Pro** - \$1995 per month plus \$1.75 per minute of BDC
- **STELLA Outbound Marketing** - \$995 for 2000 records and \$2.75 per record (live call)
- **STELLA IntellaVoice** - based on number of conquest records (please inquire)

Maximize Bookings.

Minimize Effort.

Schedule a demo today:

dealersales@stellaautomotive.com

BUNDLE FOR MAXIMUM IMPACT



STELLA Reception

Intelligent virtual receptionist that answers every call, routes accurately, and delivers a seamless customer experience.



STELLA BDC

AI to handle routine calls, freeing agents for complex inbound, outbound, or after hour needs.



STELLA Service

AI-powered voice assistant helps dealers' books appointments and supports service 24/7



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AI-powered platform that drives conquest and retention through personalized, multi-channel outreach and scheduling.



Thank you!

