



shiftdigital®

AI Lead Nurturing Solution



AGENDA

 **Introductions**

 **Overview of STELLA AI**

 **AI Lead Nurturing Solution**

 **Pricing**

 **Roadmap**



WHO IS STELLA?

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

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



Integration Partners



In Development



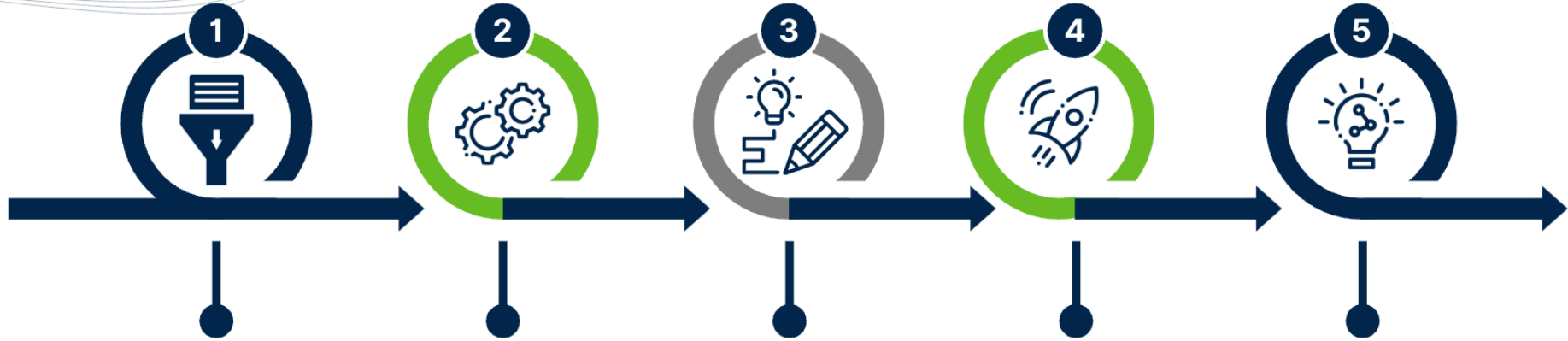
STELLA AI Lead Nurturing Solution

CONCERNS IN TODAY'S 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.



Ingest

the leads collected into our AI-powered system to kick off the process.

Leads can be collected from (but not limited to) website, third party, events, chat etc.

Validate

each lead using AI models to assess, score and qualify each lead based on intent

Considerations: previous customer, in-market, level of engagement, response etc

Design

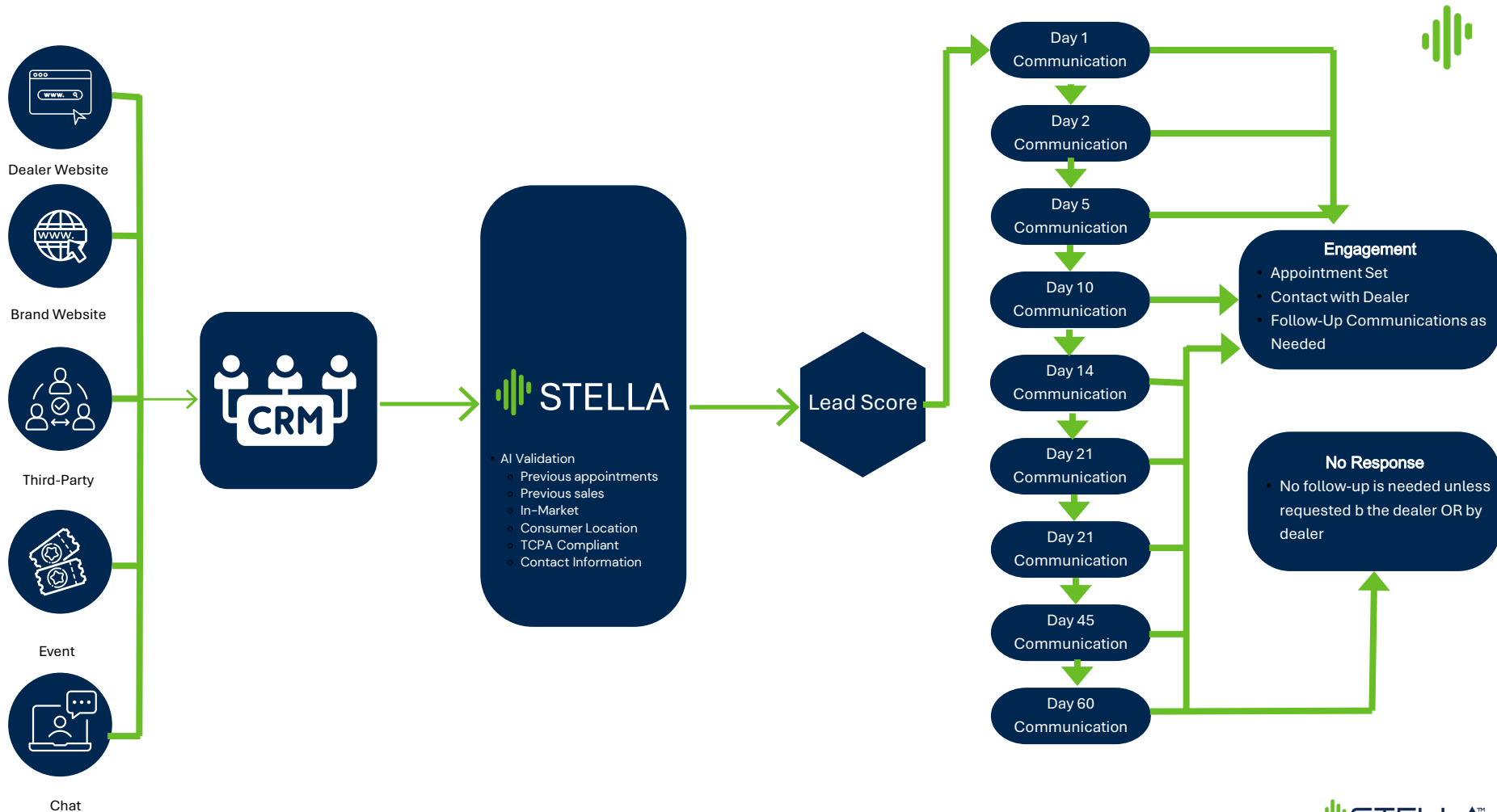
a engagement strategy for each lead based on the score. This will include timing, channels used/considered and messaging

Engage

with each consumer in omni-channel communications to help move it further down funnel. This will change based on engagement and response

Optimize and Report

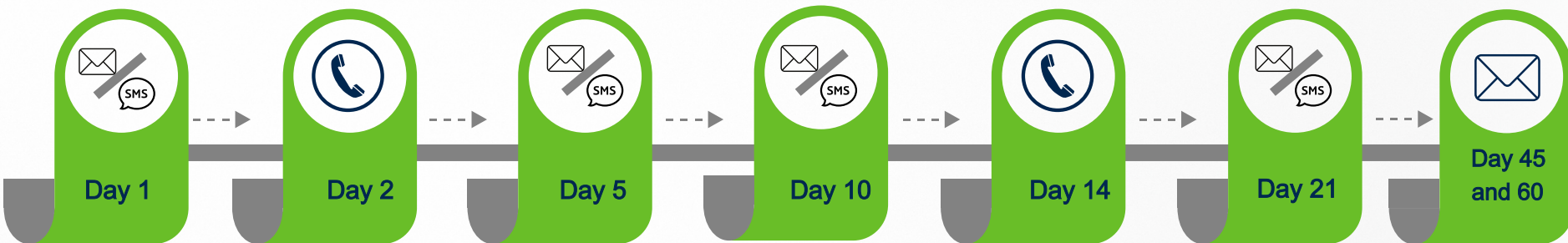
ROI, lead progression and customer sentiment to optimize the overall program and refine future communications and engagements



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 gauge 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

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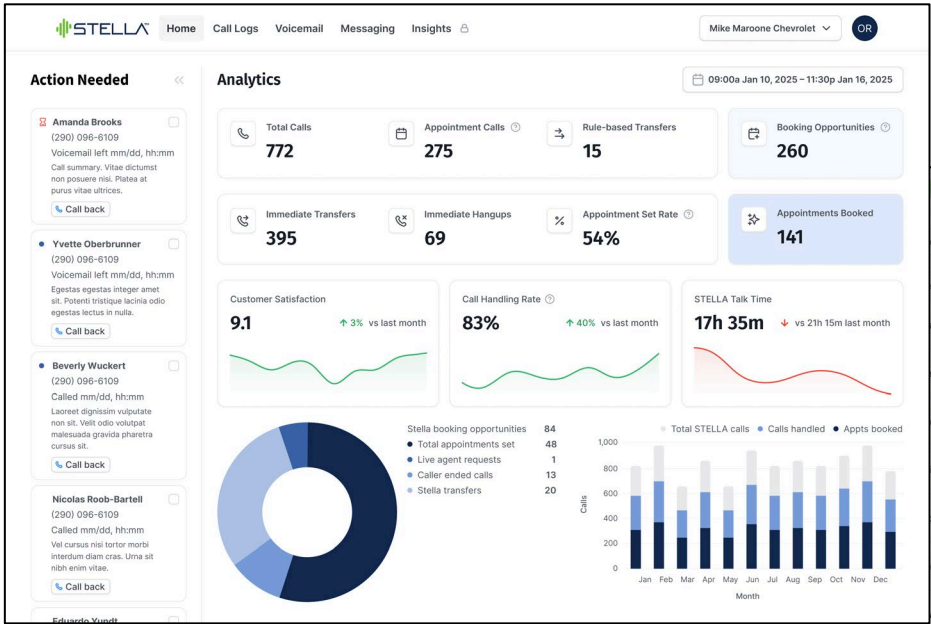
ONBOARDING

- 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 Action needed Call logs Messaging Insights Ourisman Chantilly Toyota

Phone number	Timestamp	Call type	Action	Call summary
(440) 264-1566	03/24, 10:14am	Voicemail	Call back	Augue vitae amet consequat lectus pretium orci faucibus lobortis nulla. Pellentesque enim sit ut ullamcorper eleifend tortor.
(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.
(947) 899-5104	03/24, 10:14am	Voicemail	Call back	Eu ultrices amet amet tristique tincidunt nisi vel dictum amet. Vel ipsum congue integer et in.
(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 veli volutpat lorem.
(967) 494-1998	03/24, 10:14am	Voicemail	Call back	Nertus cursus pellentesque risus non leo nulla mattis varius tellus. Ut dignissim dolor id volutpat mauris.
(432) 587-9867	03/24, 10:14am	Booking hangup	Recall follow-up	Cursus ultrices morbi commodo vel id venenatis tempus. Eleifend integer netus elit urna at.
(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.
(945) 958-8385	03/24, 10:14am	Voicemail	Call back	Leo nisi risus lectus a. Nisi sapien lobortis ornare lacus.
(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.
(418) 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



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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.



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Thank you!