Driving Sales with an

AI Chatbot for Car Dealers

AutoMate: The AI-powered car dealer chatbot is trained to deliver high-quality customer service and round-the-clock assistance across digital touchpoints.

Project Overview

In an increasingly competitive automobile marketplace, car dealers are adopting digital strategies that improve customer experiences. We developed a chatbot that uses Artificial Intelligence (AI), machine learning, and Natural Language Processing (NLP) tools to simulate a human-like communications architecture using dynamic data. With AutoMate, our client leverages the power of AI to provide a seamless omnichannel customer experience.

Client Profile

The client is one of the leading premium car dealerships in the Middle East. Over the years, the company has acquired dealerships for a broad portfolio of cars that includes German and American brands.

Business Requirement

- Capture opportunities across digital touchpoints
- Optimize digital channels such as mobile and web to generate leads
- 24X7 sales and customer support
- Automation of customer service and sales processes
- Instant response to customer inquiries
- Interpret and respond to queries in multiple languages
- Uses order history to recommend products and services

Solution

The automotive dealer chatbot is built on top of the IBM Watson AI platform. NLP and machine learning techniques are used to interpret queries, ask questions, and construct responses.

Chatbot Plugin

The plugin provides the interface to handle all text queries and responses. It is installed on the platform where the bot is to function.
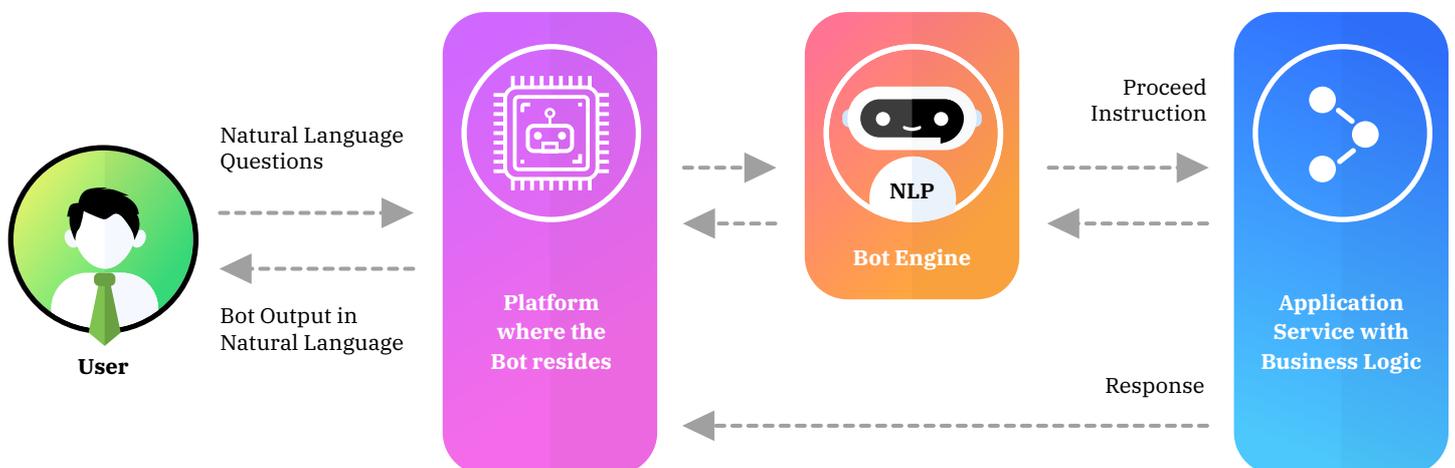
Admin Panel

Dashboard displays chat history, conversation trends, and contacts extracted from chat sessions.

Bot Engine

This is the brain of the car dealer chatbot that uses machine learning to interpret shopper queries and converts them to corresponding intents. The dialog management part of the chatbot engine defines the workflow for car dealerships.

Backend API

The API server interacts with the frontend plugin, accepts incoming requests, processes them, and prepares appropriate responses. The chat solution resides on the cloud and can be integrated with websites, messaging platforms, third-party tools, and databases.

User

Natural Language Questions

Bot Output in Natural Language

Platform where the Bot resides

NLP

Bot Engine

Proceed Instruction

Response

Application Service with Business Logic

Key Features

- Recommend vehicles based on buyer preferences with model comparisons
- Schedule test drives
- Choose date and time for vehicle servicing
- Combines data to predict customer intentions
- Formulates natural responses and determines follow-up action
- Automatically obtains customer/prospect details based on past conversations, to create a communications channel
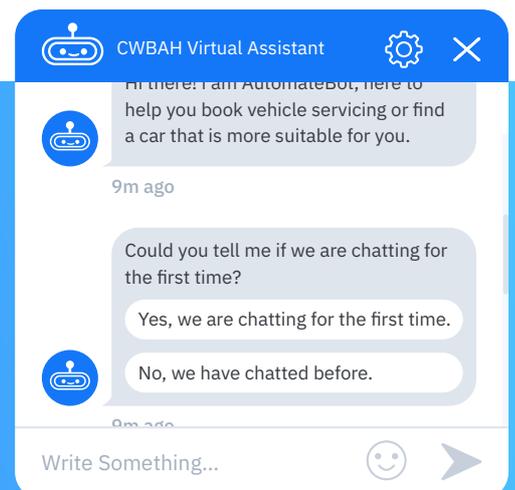- Continuous improvement based on conversational data

Technologies

Business Benefits

By applying AutoMate's AI and machine learning capabilities during the customer journey, our client accomplished measurable business benefits.

- 35% increase in sales inquiries
- Reduced operational expenditure by 15%
- Improved customer engagement and CSAT scores
- Broadened reach; increased depth of engagement
- Instantaneous responses without human intervention
- Customer service on par with human operators

CWBAH Virtual Assistant

Hi there! I am AutomateBot, here to help you book vehicle servicing or find a car that is more suitable for you.

9m ago

Could you tell me if we are chatting for the first time?

Yes, we are chatting for the first time.

No, we have chatted before.

9m ago

Write Something...