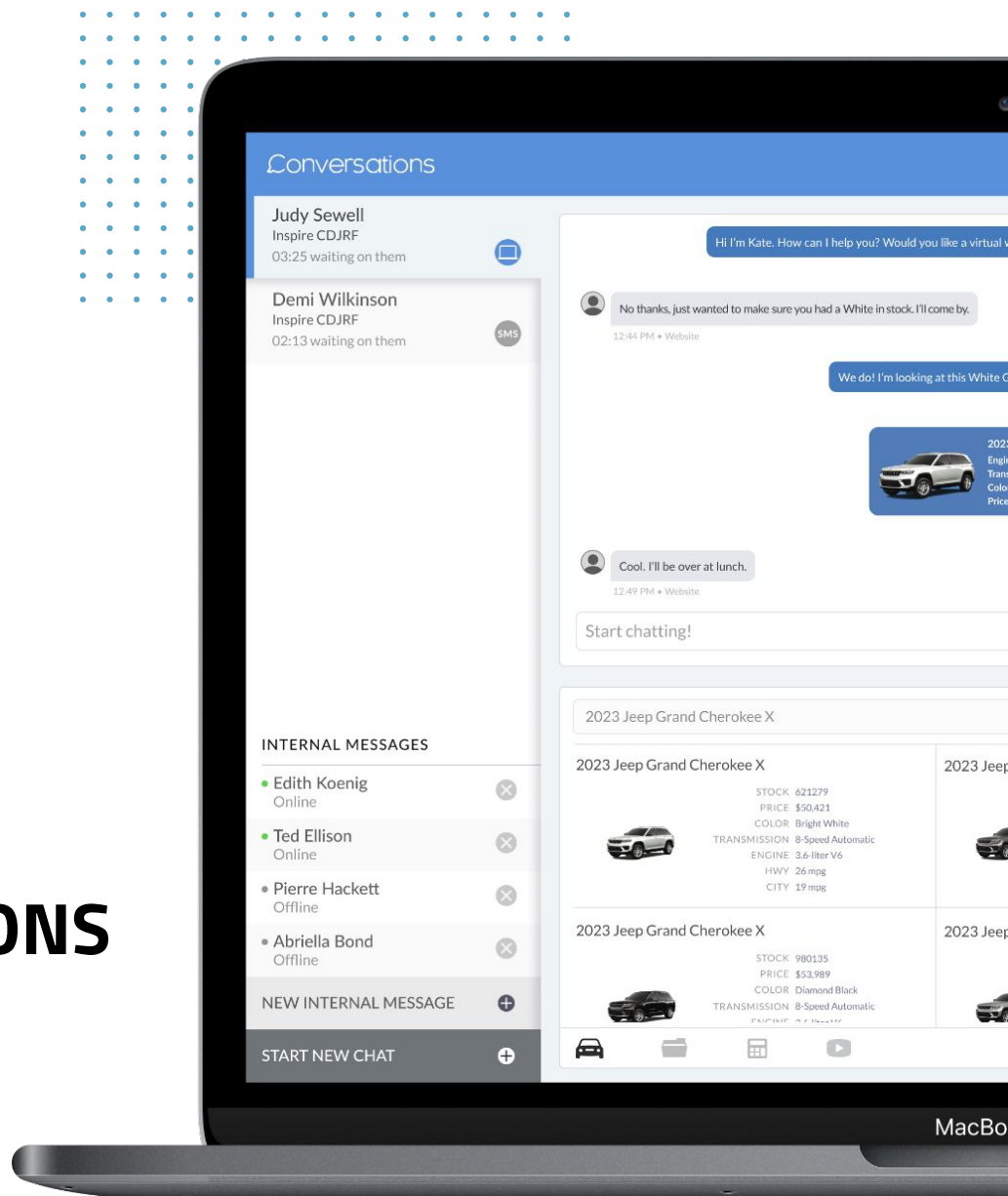




# CONVERSATIONS

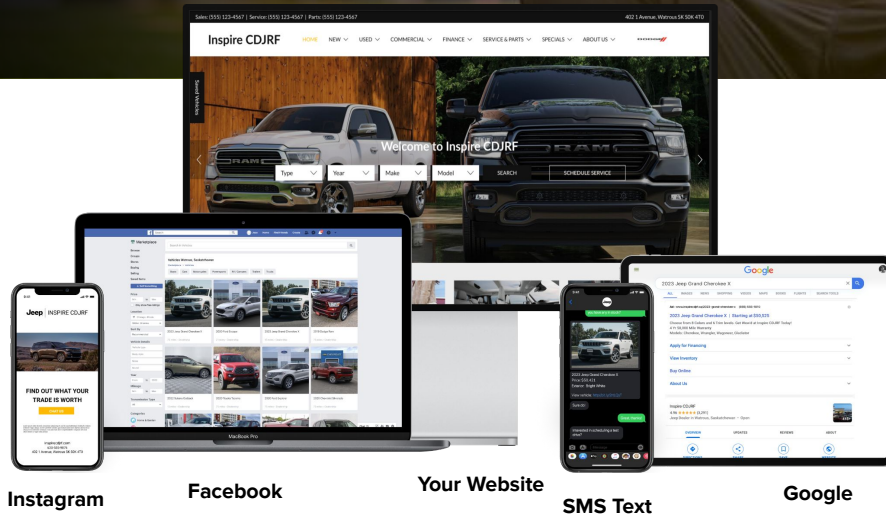
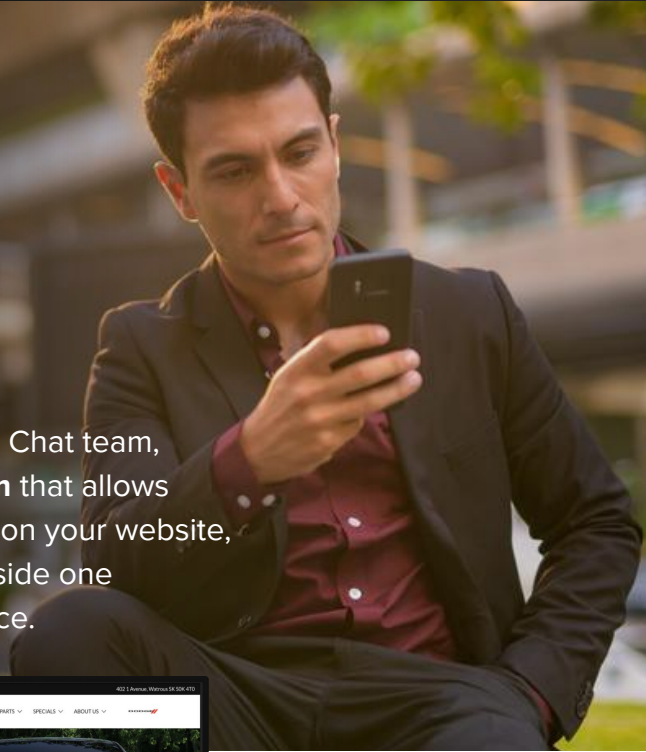
Advanced Messaging Instantly  
Connecting Customers To  
Dealerships 24/7





# CONNECTED TO EVERYWHERE YOUR CUSTOMERS ARE

With the help of friendly A.I. and our 24/7 Managed Chat team, **Conversations** is also the **only messaging platform** that allows consumers to message directly with your business on your website, SMS Text, Facebook Messenger, and more — all inside one seamless, cross-device, and user-friendly experience.



Instagram

Facebook

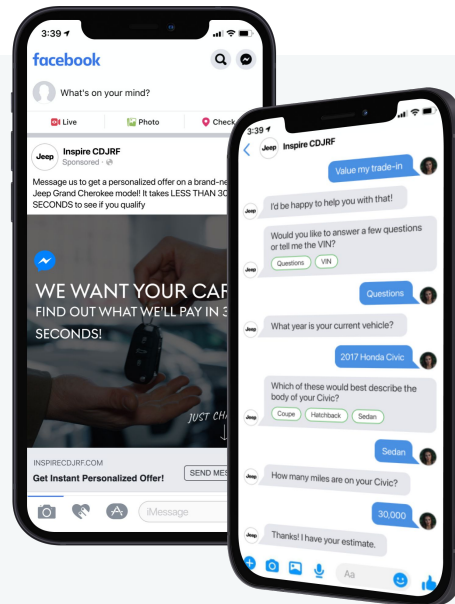
Your Website

SMS Text

Google

## INTRODUCING NATIVE CONVERSION

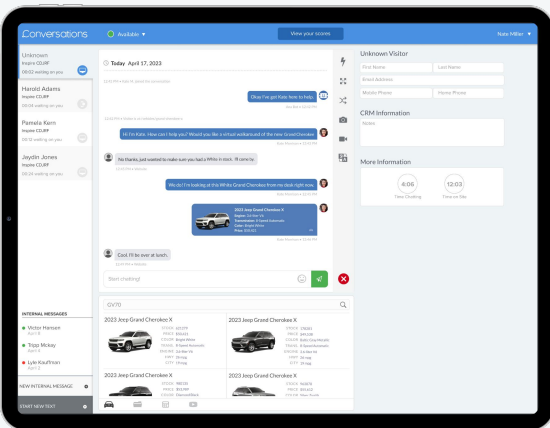
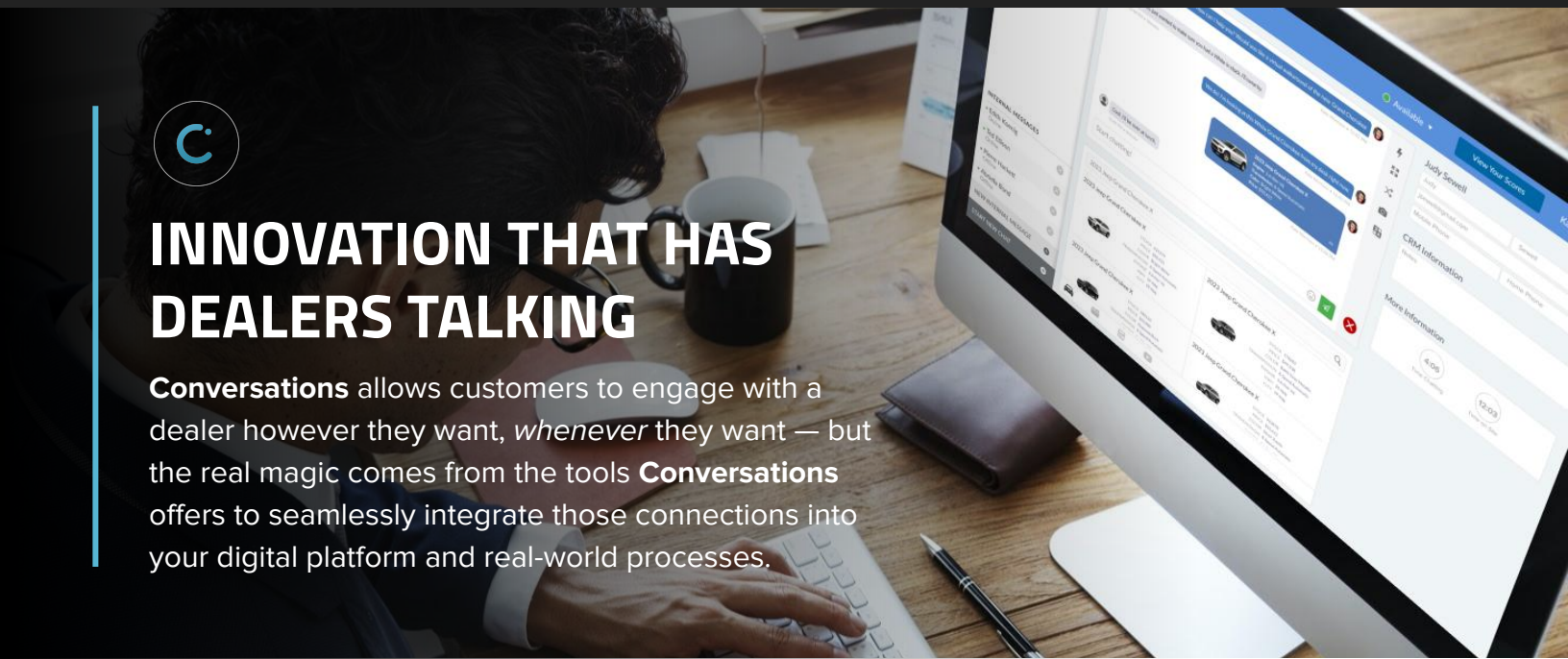
Most digital ads force a customer to leave the platform they're already on to go to your website. The first rule of conversion rate optimization is to remove steps, so **Conversations** automatically captures lead information on the same platform where your ads are actually running, driving leads without ever needing to ask your engaged customers to go anywhere else.





# INNOVATION THAT HAS DEALERS TALKING

**Conversations** allows customers to engage with a dealer however they want, *whenever* they want — but the real magic comes from the tools **Conversations** offers to seamlessly integrate those connections into your digital platform and real-world processes.



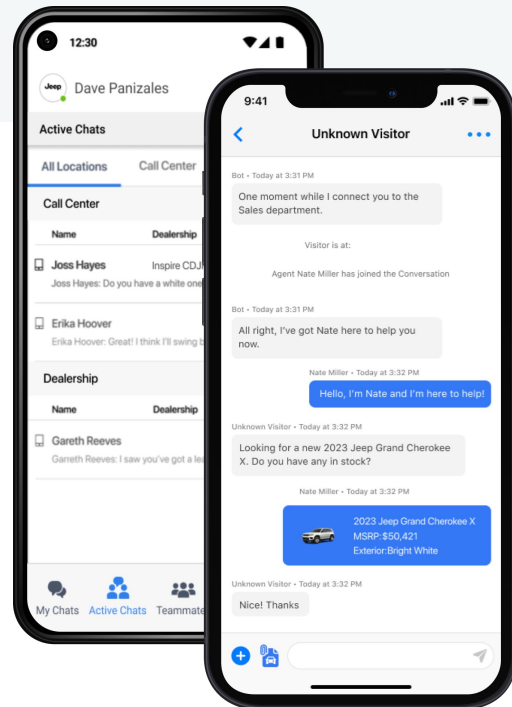
## THE DEALER INTERFACE

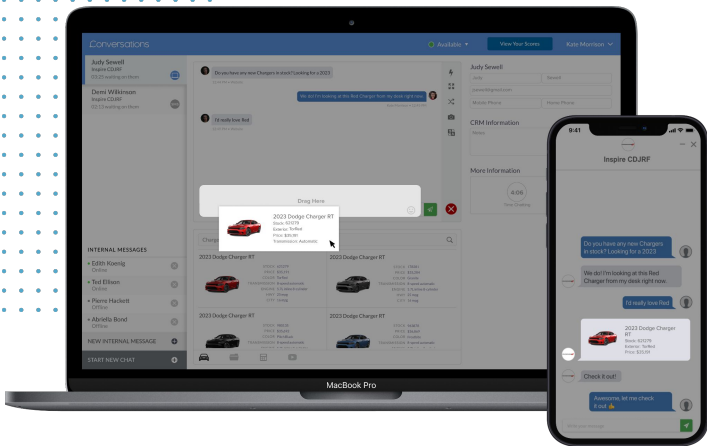
**Conversations** was built to provide solutions for dealerships of any size — whether you're a modest single rooftop or a large dealership group. Our software is designed to be easily accessible, scalable, and get your teams connected fast.

## CONVERSATIONS ON THE GO

**Conversations** comes standard with both iOS and Android mobile apps so your teams can continue to connect with customers whether they're on the sales floor or in the service bay.

Both app experiences seamlessly maintain the entire suite of features on your teams' mobile devices, keeping powerful features like The Glovebox, internal transfer, and live video chat just a tap away.



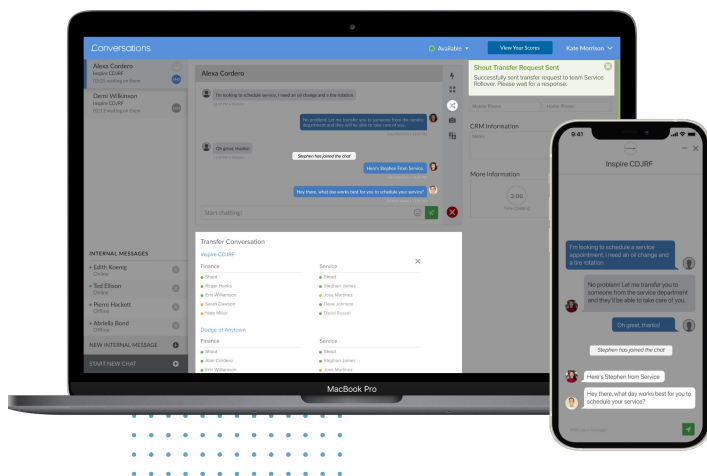
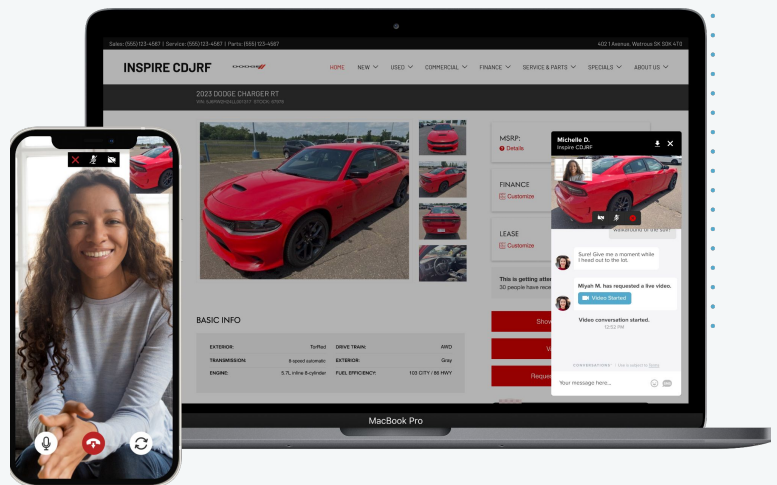


## THE GLOVEBOX

Drag and drop your inventory into chats with interested shoppers, giving them an enticing vehicle snapshot that clicks through to its VDP. Brochures, offers, and videos are also available for instant, effortless sharing.

## LIVE VIDEO & RECORDED VIDEO

Personalized videos create a connection with your dealership, so **Conversations** is built for you to create, send, and save videos to your Glovebox. You can also connect in real-time with live video chat to give shoppers vehicle walk-arounds like they're right with you on the lot.

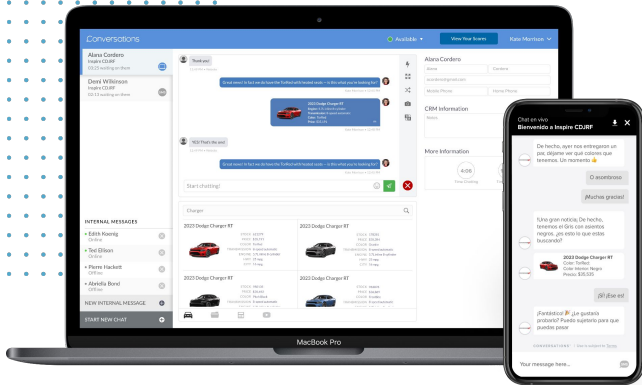


## INTERNAL TRANSFER & SHOUT

Chat directly with co-workers or loop them into a customer conversation to make your team more efficient, agile, and helpful. You can even “shout” at entire departments to bring in the first relevant co-worker who responds.







## TRANSLATE INCOMING CHATS

Speak every customer's language by instantly translating incoming messages, and all of your subsequent responses in the thread, to over 50 languages recognized by our A.I.

## GREET EVERY VISITOR LIKE A WALK-IN

**CUSTOM CARDS • PROACTIVE MESSAGING**

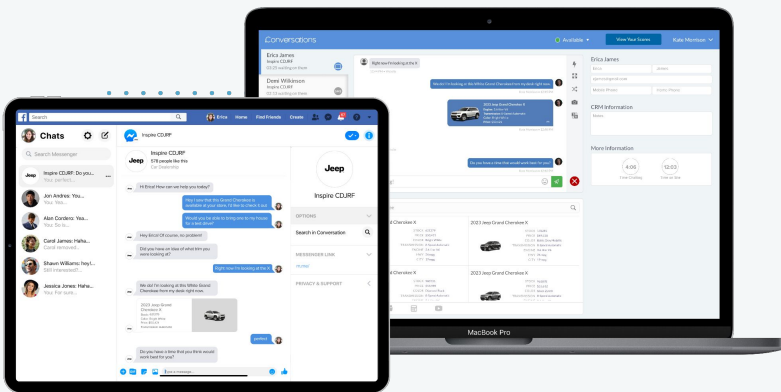
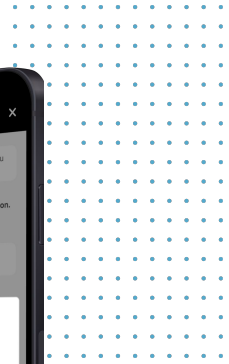
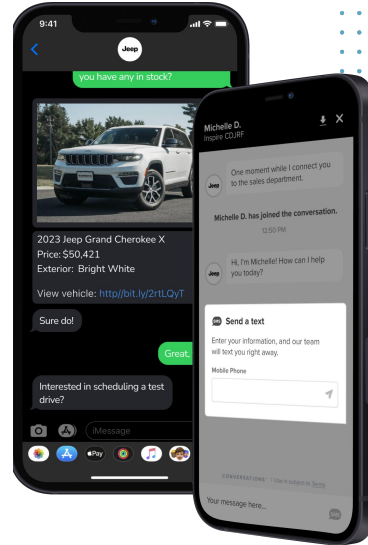
Just like in-store customers, you want your website visitors to feel welcome and excited to buy, so you can set-up custom greeting messages and cards with warm welcomes, current offers, videos, brand promises, and directions.





## TEXT FOR LONG-TERM RELATIONSHIPS

By seamlessly moving chats over to SMS text threads in native messaging apps, **Conversations** helps dealers stay connected with shoppers long after they leave the website. You can also initiate texts with customers to follow-up with leads or notify them of service updates.

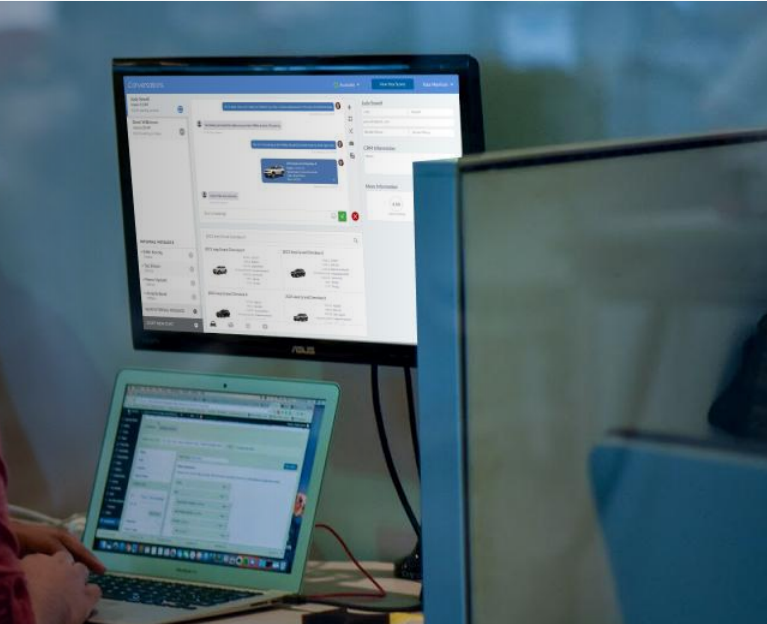


## FACEBOOK INTEGRATION

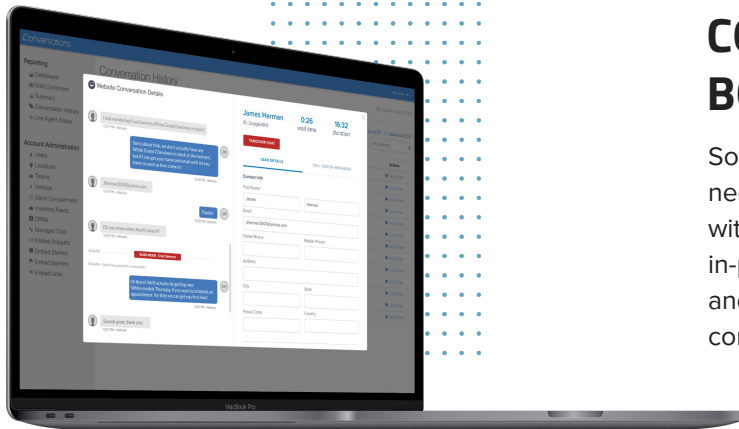
**Conversations** seamlessly connects with Facebook Messenger™, which enables your team to instantly respond to customers on your Facebook Page and Facebook Ads all from the same easy-to-use place.

## 24/7 MANAGED CHAT

Rest easy off the clock knowing all chats will be expertly answered and added to your CRM by our 24/7 Conversations Call Center. Chats can also roll over to Managed Chat when customers are left waiting for a response from your team for a set number of seconds.





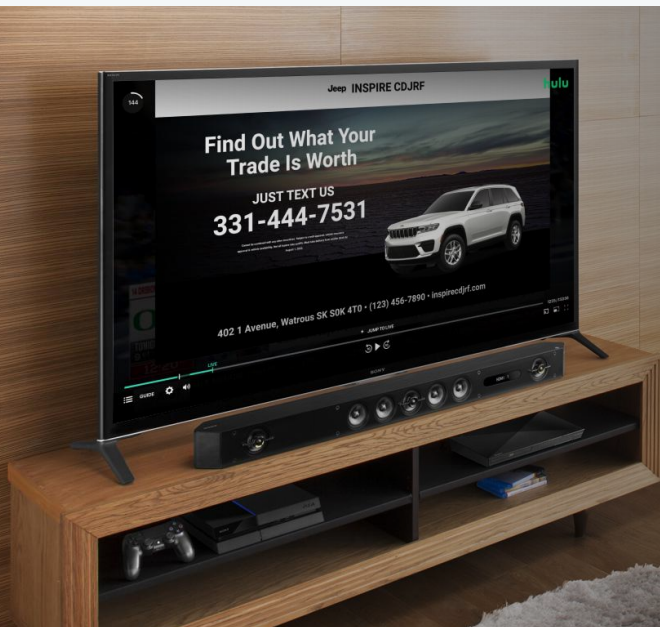
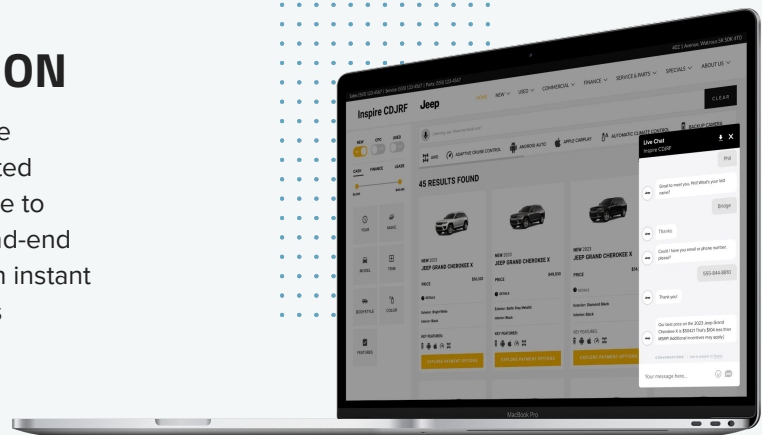


## CONVERSATIONS BOSS MODE

Sometimes a teammate or Managed Chat agent may need a helping hand or a quick answer from someone with authority. With Boss Mode you can take over any in-progress chat across any of your teams to jump in and provide that next-level customer service that converts.

## DEEP WEBSITE INTEGRATION


As the only first-party messaging platform in the industry, **Conversations** can have unprecedented integration with your website — from homepage to VDP. Instead of driving consumers to often dead-end lead forms, you can have your key CTAs launch instant messaging to capture leads and help shoppers towards purchase decisions **in the moment**.




## ADVERTISING INTEGRATION


Because of **Conversations** versatility, it also presents unique opportunities for strategic advertising messages that accelerate your connection with customers. From Facebook ads that launch instant messaging to traditional billboards, mailers, and TV ads that start SMS texts, having **Conversations** means your audience is always a moment away from connecting.





Sell or Trade In 

 I'd be happy to help with that!


Would you like to answer a few questions, provide me the license plate or tell me the VIN?




 What year is your current vehicle?


2017 Honda Civic 


The 2017 Honda Civic came in a couple different trims. Which is yours?



Which of these would best describe the body of your Civic?



 How many miles are on your Civic?

30,000 

Thanks! I have your estimate, but you f

**EX. TRADE-IN ESTIMATE**

**ANA BOT FLOW**



# ANA BOT AUTOMATED CHATS

Not every chat message requires a staff member to create a great customer experience. To help give our dealers precious time back to focus on their businesses, we developed **Ana Bot**, a friendly natural-language A.I. that's learned some pretty powerful tricks all on her own.

## TRADE-IN ESTIMATES

Powered by dealer-preferred price estimator TradePending®, Ana Bot can guide a customer through to an accurate price on their vehicle — and capture a lead in the process.

## UNLOCKED PRICING

Ana Bot can also completely replace your “Get E-Price” forms by triggering automatic flows from CTAs on your DI website, creating a higher-performing lead capture experience that updates VDP pricing information instantly.

## APPOINTMENT SCHEDULING

Ana Bot can even get an interested customer scheduled for a test drive, asking for their information and preferred date and time to take the vehicle for a spin.





Conversations
Conversations Self-Managed
Conversations 50 Managed Chats
Conversations 200 Managed Chats
Conversations - 100 Additional Managed Chats

