

---

# How to use Artificial Intelligence for Maximum Results!

---



## About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
  - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%





Say Hello To...



**David Kain**

President of Kain Automotive

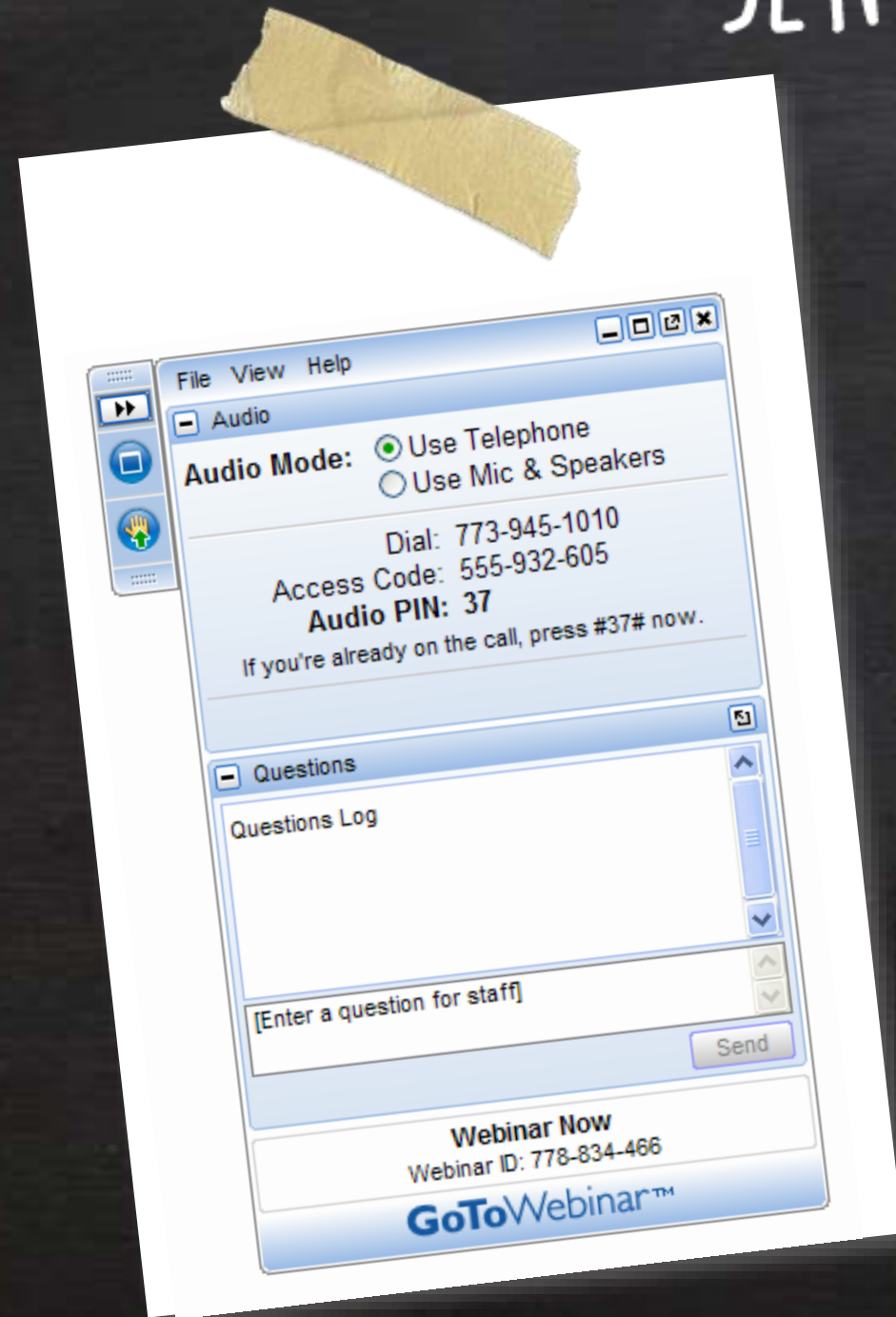
859.533.2626

David@KainAutomotive.com

@KainAutomotive



# SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on [DealerOn.com/webinar](http://DealerOn.com/webinar) as an On-Demand Webinar



# PRIZE ALERT

**kain**  
UNIVERSITY

Online Training  
3 months free

After the presentation, be the first to answer  
the giveaway question correctly to win this awesome prize!

## AFTER THE SHOW



After the webinar, please fill out our short survey  
and let us know what YOU thought of today's presentation!



Tweet Much?



@Dealeron

@ElianaRaggio

#dealeronwebby

@KainAutomotive



---

# How to use Artificial Intelligence for Maximum Results!

---



## OBJECTIVES

- \* Demonstrate the variety of AI in Automotive
- \* Provide orientation to how it can assist your store
- \* Explain how it works best in combo with HI
- \* You can't "set AI and forget it"
- \* Giveaway
- \* Question & Answer Session

# Artificial Intelligence

ar-ti-fi-cial in-tel-li-gence

*noun*

the theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.







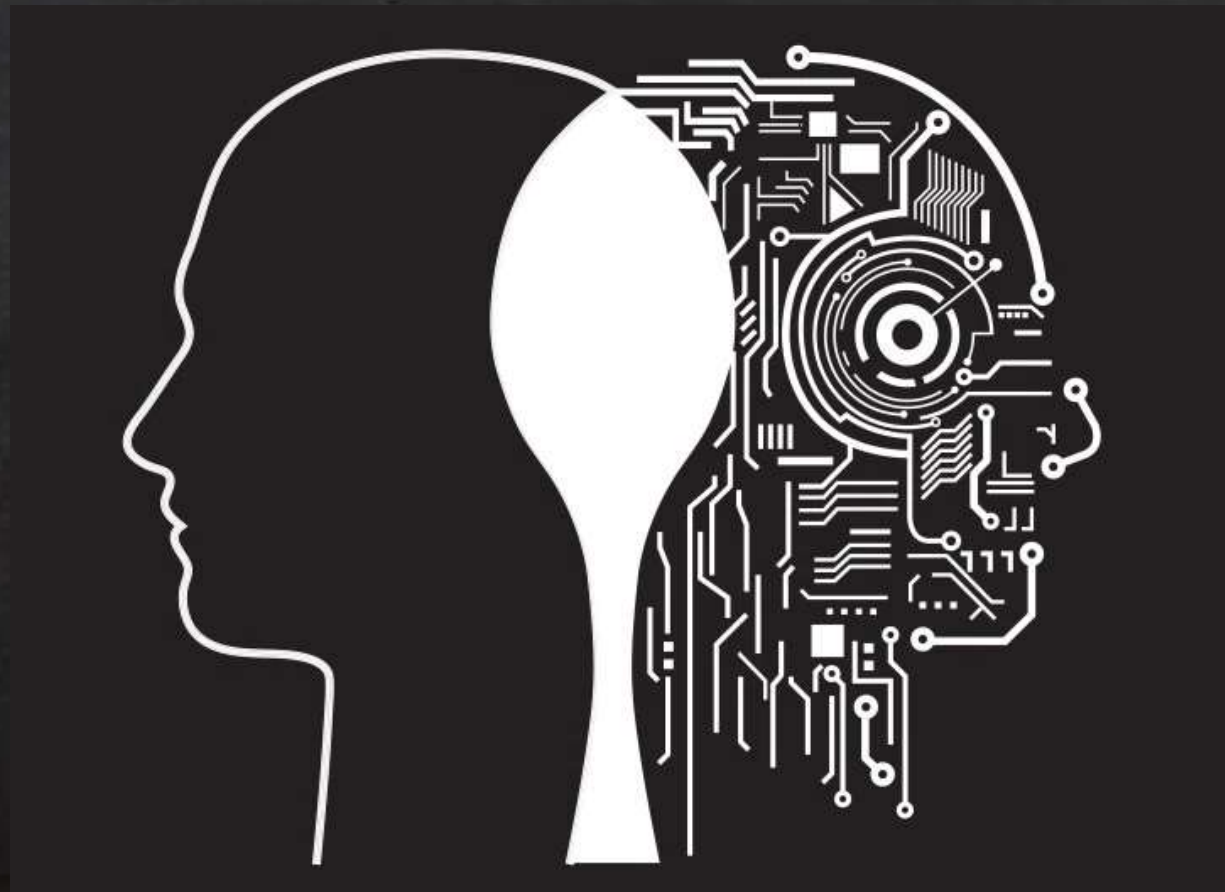


Elon Musk

# Types of Artificial Intelligence

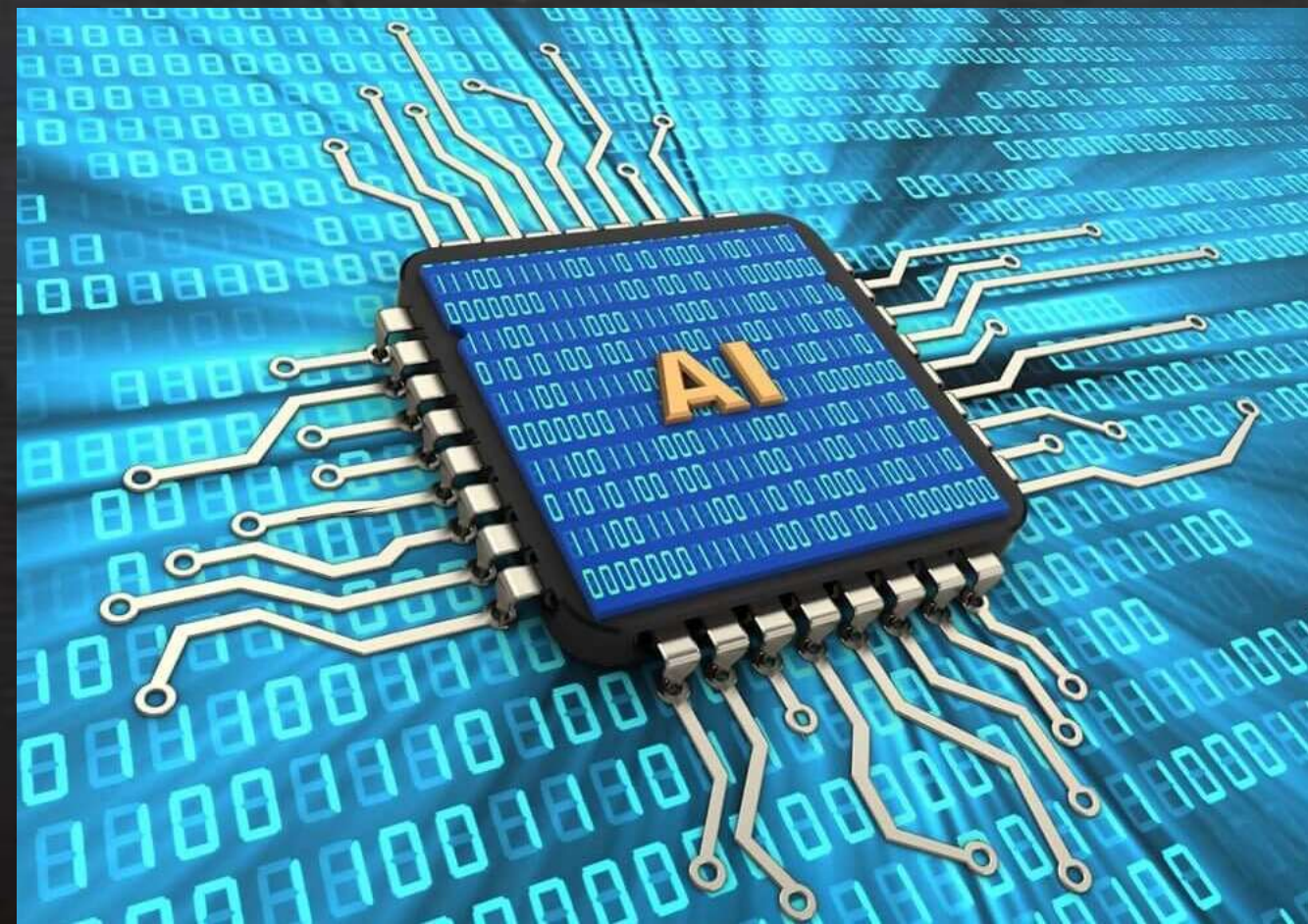
Passive

Generative





PASSIVE AI = Human Taught





GENERATIVE AI = Self Taught  
Computer

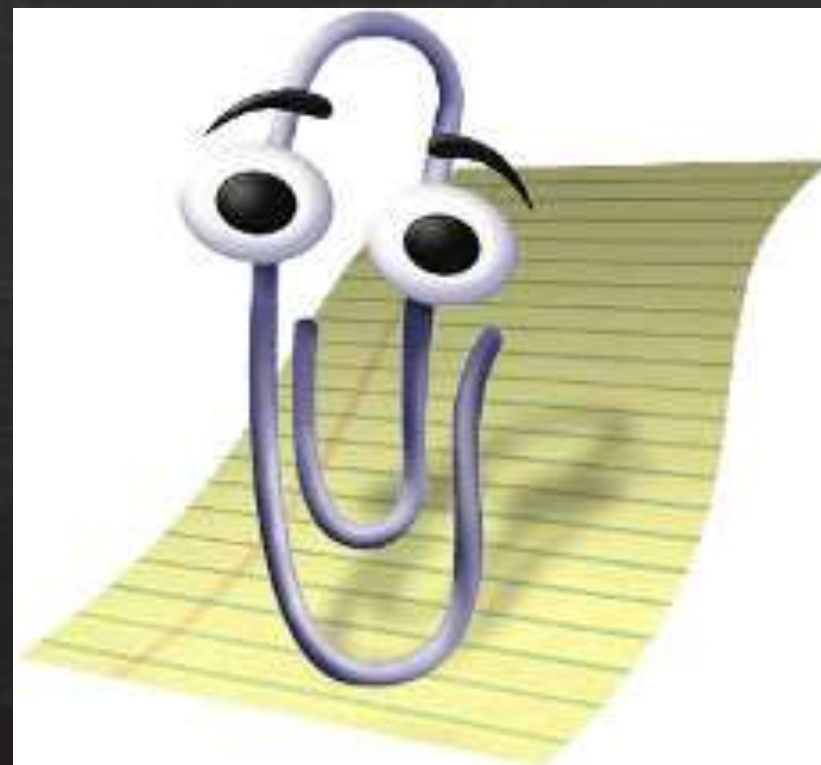




Artificial Intelligence is Machine Learning



*The more human we try to make AI services, the more repulsive they will be when they fail to be human.*





# AI in Automotive is on the Grow

- ✓ Communications
- ✓ Marketing







Lead Response

Hot Lead


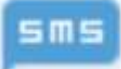
May 25, 2018 1:59 am

Toyota

Hey Emily sorry I'm just getting back to you. I was just curious how much my car was worth it's a coupe and I'm 32 weeks pregnant and in desperate need of a four door vehicle but I'm not going to be able to purchase one at the moment because I will not be working for a good 12 weeks when my son arrives.

 AI View 


 AI Feedback


 Sent Message |  May 30, 2018 3:26 pm

Hey Misti, I'm following up to see if you got all the information you needed. Did Scott help you with everything you were looking for?

Lead Response



**Lead at Risk**





May 30, 2018 4:06 pm

I haven't heard from him. Thanks for following up

 > AI View 

> AI Feedback





# DriveCentric

Engaged Contact Method				
Call %	Email %	Text %	Caddy %	Enga... %
17 %	25 %	30 %	22 %	72 %
26 %	11 %	27 %	<u>33 %</u>	86 %
19 %	9 %	25 %	40 %	67 %
11 %	11 %	31 %	44 %	78 %
24 %	10 %	23 %	38 %	80 %
38 %	15 %	27 %	34 %	78 %
33 %	7 %	27 %	29 %	83 %
37 %	16 %	23 %	35 %	77 %
36 %	16 %	21 %	34 %	78 %
29 %	6 %	38 %	34 %	81 %
24 %	9 %	32 %	32 %	76 %

The DriveCentric AI engaged  
on average **34%** of the time  
for these 11 dealerships!

Their overall engagement rate  
climbed to **78%**

**otto.mayo@gmail.com - Allie from Rusty Wallis VW :)**

 2 Opens / 0 Clicks 7/6/2015 1:31 PM


Good afternoon Otto,  
My name is Allie from Rusty Wallis VW and I'll be assisting your salesperson. Quick question - would you prefer me to just email you info? If you'd like, I could also call or text you at (615) 519-1195 if that's easier for you. Just let me know :)

Thanks Otto  
Allie Walker  
alliewalker@drivewallis.com  
Rusty Wallis VW

**alliewalker@drivewallis.com - Re: Allie from Rusty Wallis VW :)**

Read by Carlos Casanova on 7/6/15 1:49 PM

Text is easier.  
Otto

 [Reply](#)





Text to 615-519-1195


got it :) let me know what questions you have for the salesperson

Text from 615-519-1195

Can I get a photo of why window sticker of V150861 and are the windows tinted?

[Reply](#)

Text from 615-519-1195

 Read by Carlos Casanova on 7/6/15 1:49 PM

I prefer no tint.


[Reply](#)

AI handoff to HI

aka

Salesperson or Agent

otto.mayo@gmail.com - I just recorde...

 3 Opens / 5 Clicks 7/8/2015 5:18 PM



kain



Hello, I'm Ana Bot at Cox Chevy. How can I help you?



Tell me something like "My check engine light is on," if you'd like to chat with a person, just say "Agent," and I'll find someone right away.

I'm looking for a 2015 Chevy Silverado



I can't track down a vehicle on my own yet, but I know exactly who can help you with that.



First off, may I have your name?

Chat Bots  
are on the  
Rise!



# POLL QUESTION



AI + HI

=

Winning  
Combination







# Todd Smith, CEO, ActivEngage

*“We are at the point that  
**AUGMENTED HUMAN  
INTELLIGENCE**  
will assist in automotive sales and  
servicing conversations to increase  
efficiency as well as effectiveness.”*





Todd Smith, CEO, ActivEngage

*In other words...*

*MACHINE LEARNING  
or AI,  
will help dealers create more  
consistent and useful  
conversations with shoppers'*



# AI in Automotive is on the Grow

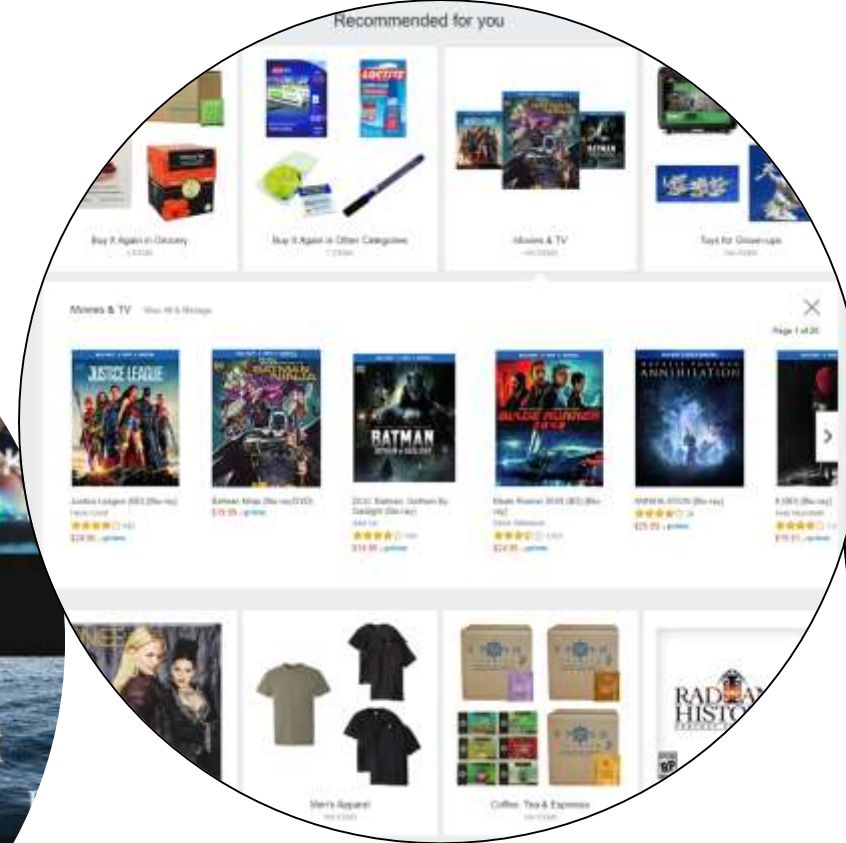
- ✓ Communications
- ✓ Marketing





# Consumers Expect Continuous Individualized Engagement

NETFLIX



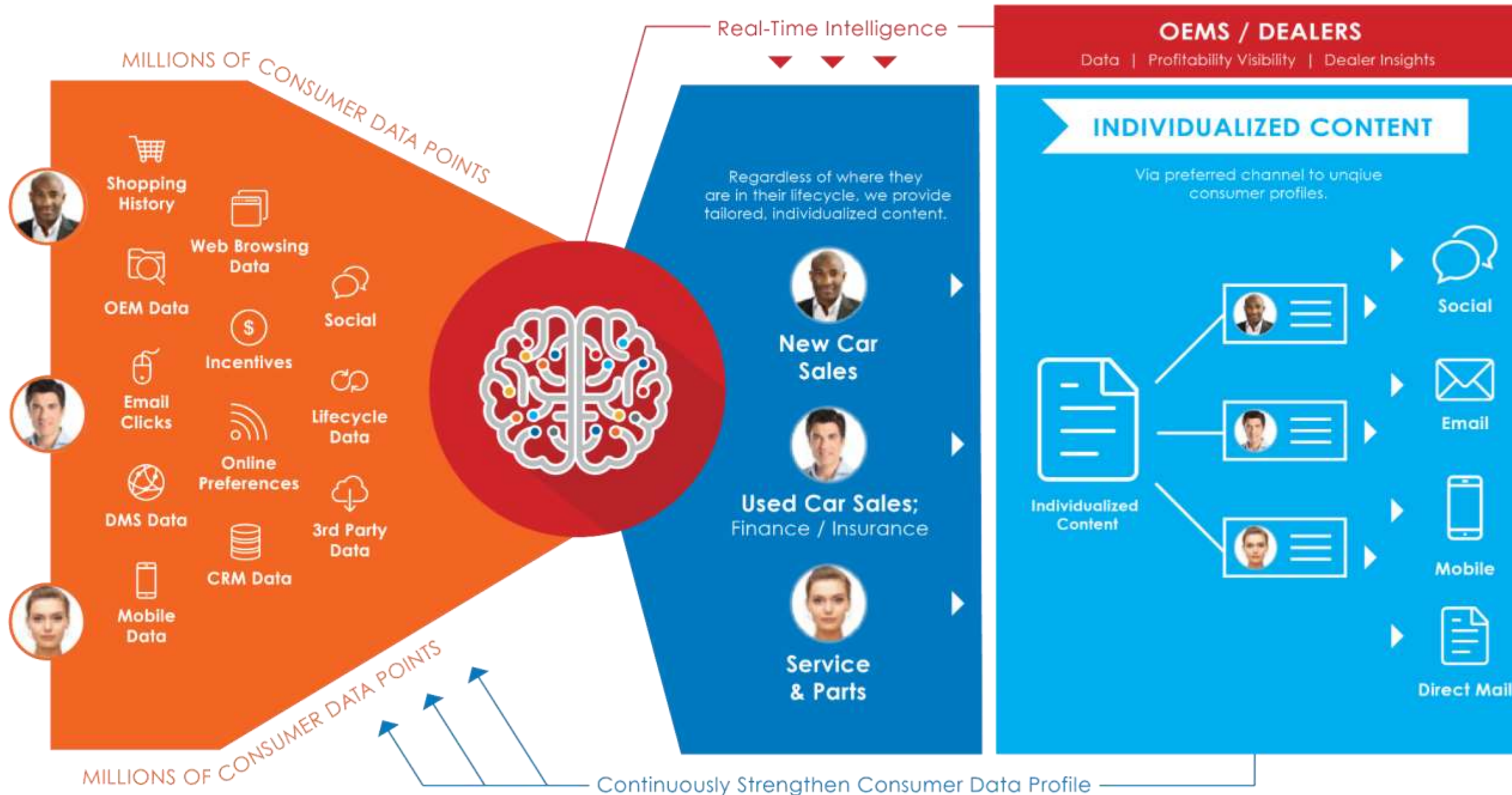
amazon

facebook





# Solving an Impossible Problem



OUTSELL



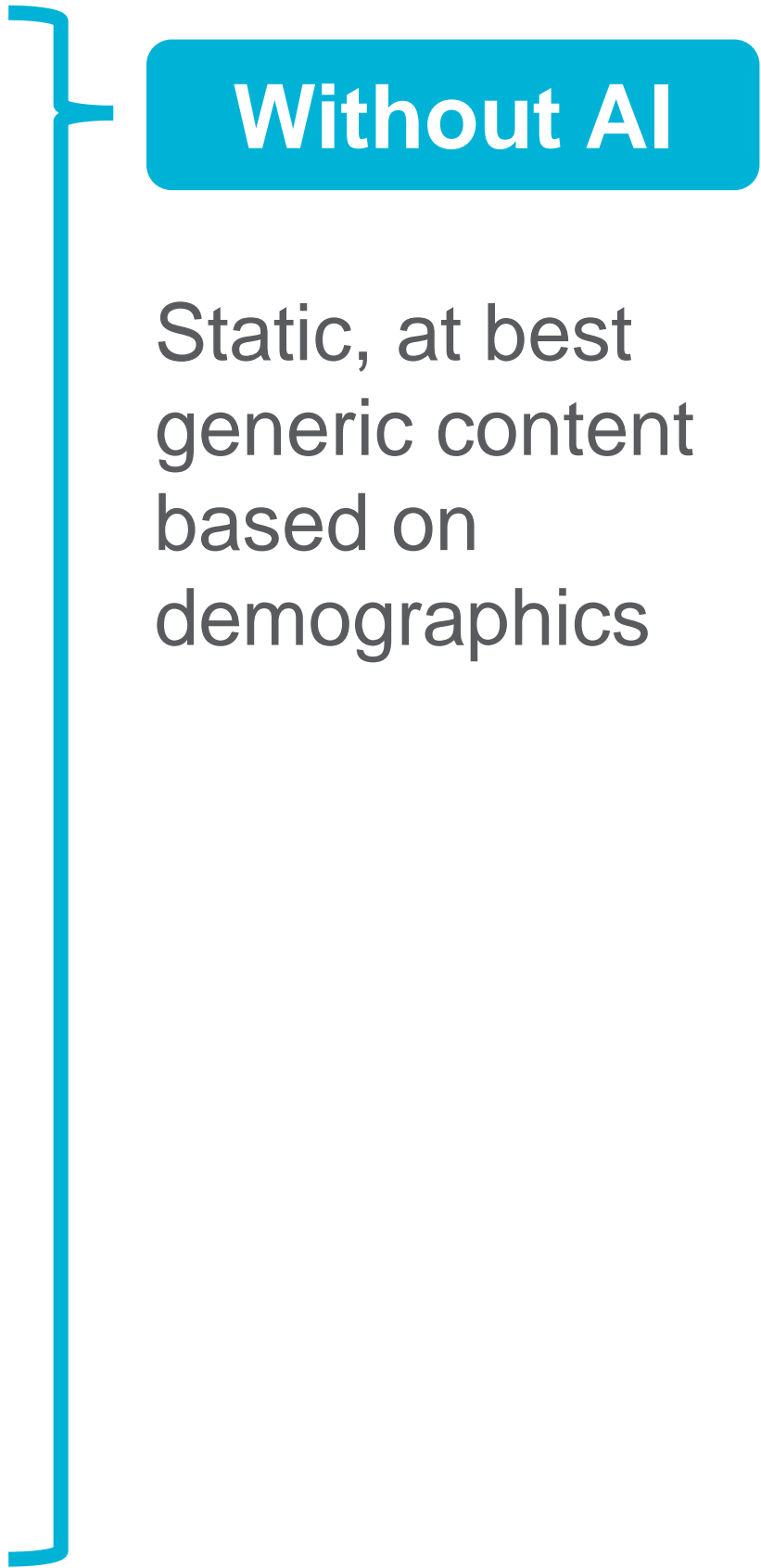


# AI Marketing



OUTSELL





Static, at best  
generic content  
based on  
demographics

The diagram illustrates the evolution of content creation through four stages, represented by a vertical timeline on the left and four corresponding boxes on the right. The timeline is a thick blue line with a bracket at the top and a hook at the bottom. The boxes are connected by a vertical line and have a light blue background with a white border. The first box is titled 'Without AI' in a blue rounded rectangle. The subsequent three boxes are titled 'With AI' in white rounded rectangles. The content of the boxes shows a progression from static, generic content to dynamic, personalized content.

**Without AI**

Static, at best  
generic content  
based on  
demographics

**With AI**

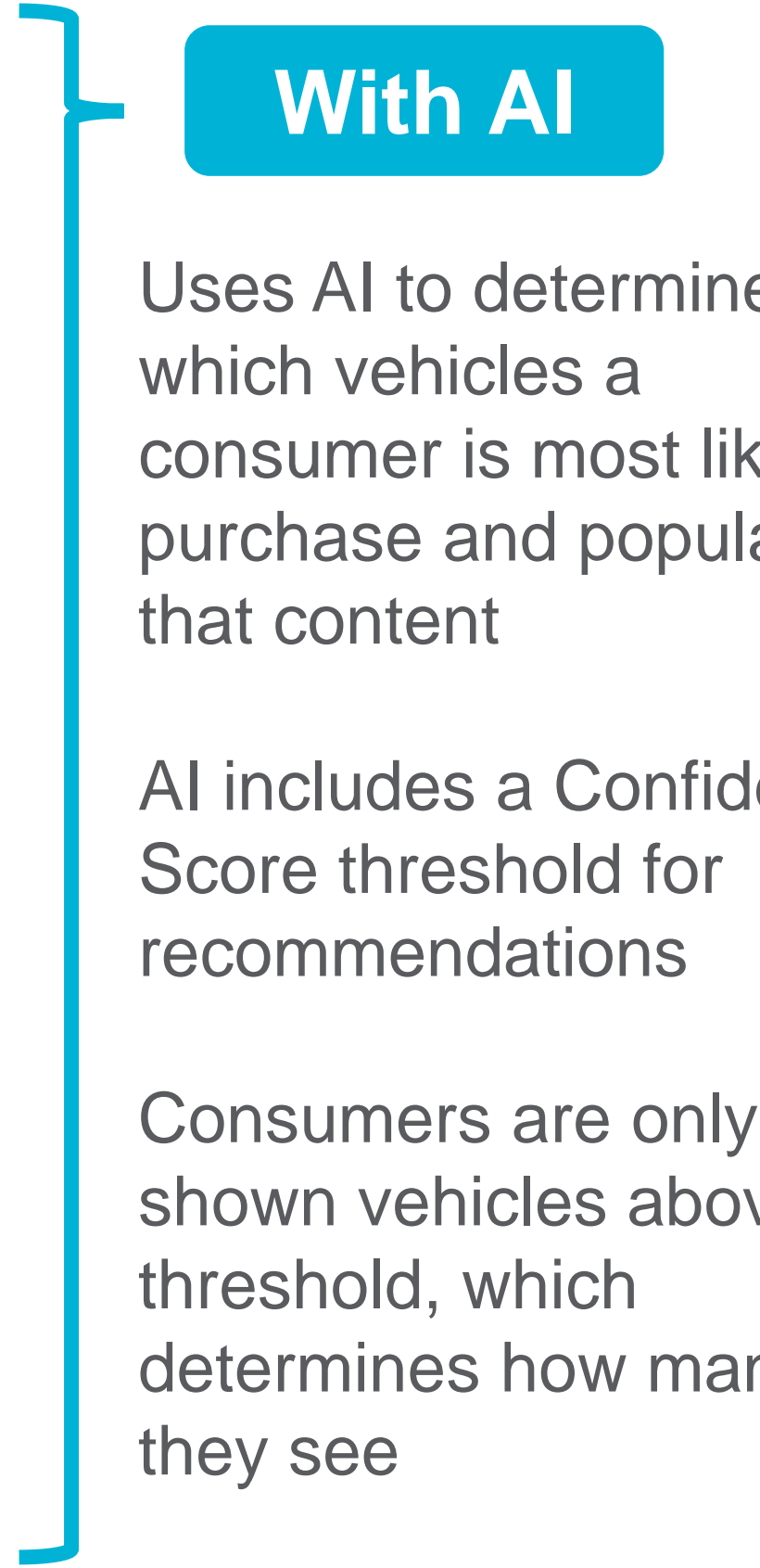
Dynamic, at best  
personalized content  
based on  
interests

**With AI**

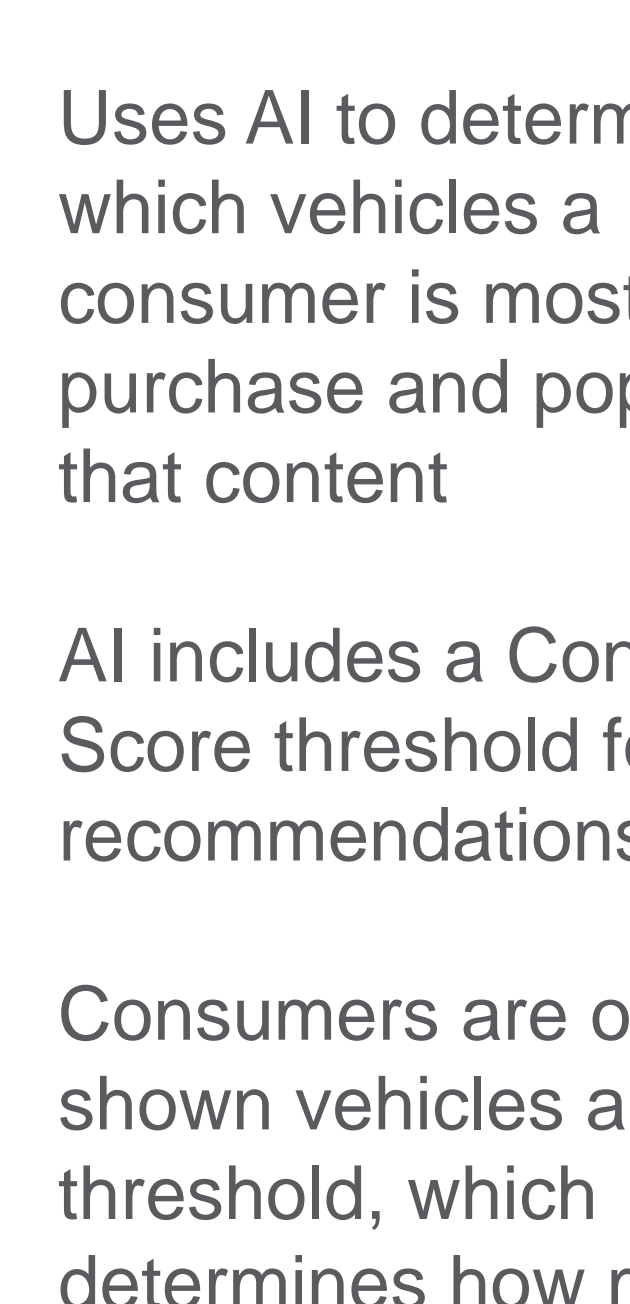
Dynamic, at best  
personalized content  
based on  
interests

**With AI**

Dynamic, at best  
personalized content  
based on  
interests



Uses AI to determine which vehicles a consumer is most likely to purchase and populates that content



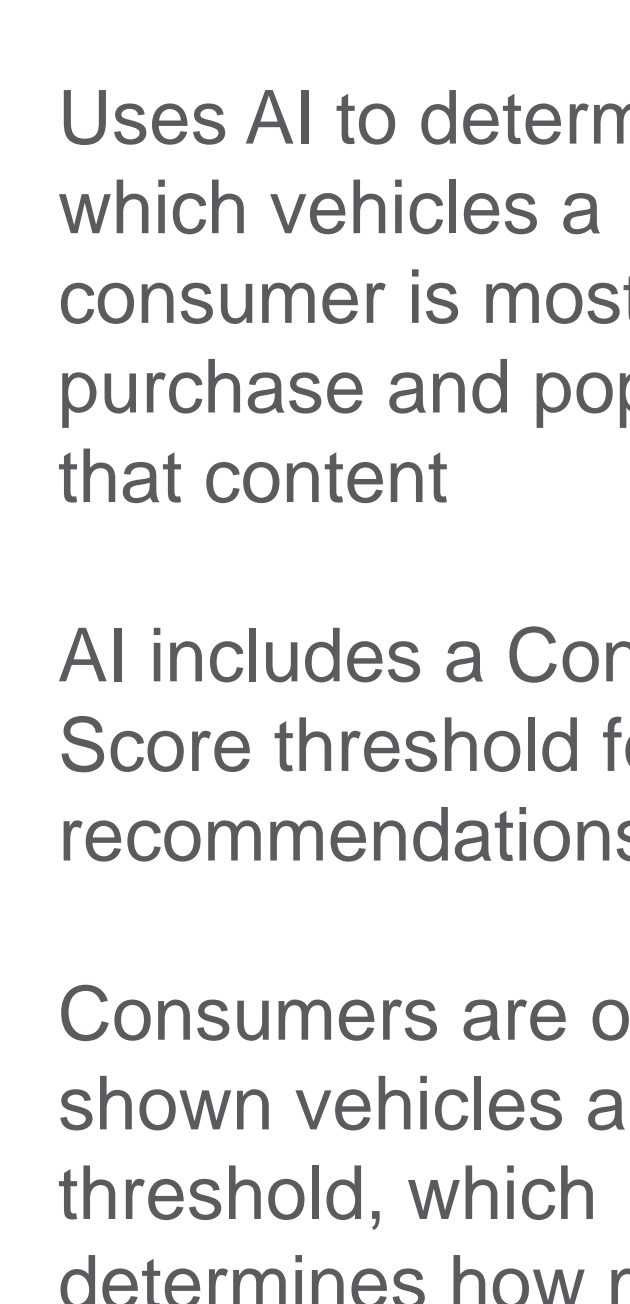
The diagram illustrates a process flow for vehicle recommendations. On the left, a vertical blue line with a bracket at the top and bottom represents a consumer. To the right of this line, there are three blue rounded rectangular boxes stacked vertically. The top box is labeled 'With AI'. The middle box contains the text 'Uses AI to determine which vehicles a consumer is most likely to purchase and popular content that content'. The bottom box contains the text 'AI includes a Confidence Score threshold for recommendations'. Arrows point from the consumer line to each of the three boxes. To the right of the boxes, there is a large, light blue, semi-transparent rounded rectangle containing the text 'Consumers are only shown vehicles above threshold, which determines how many they see'. An arrow points from the bottom box to this large rectangle.

**With AI**

Uses AI to determine which vehicles a consumer is most likely to purchase and popular content that content

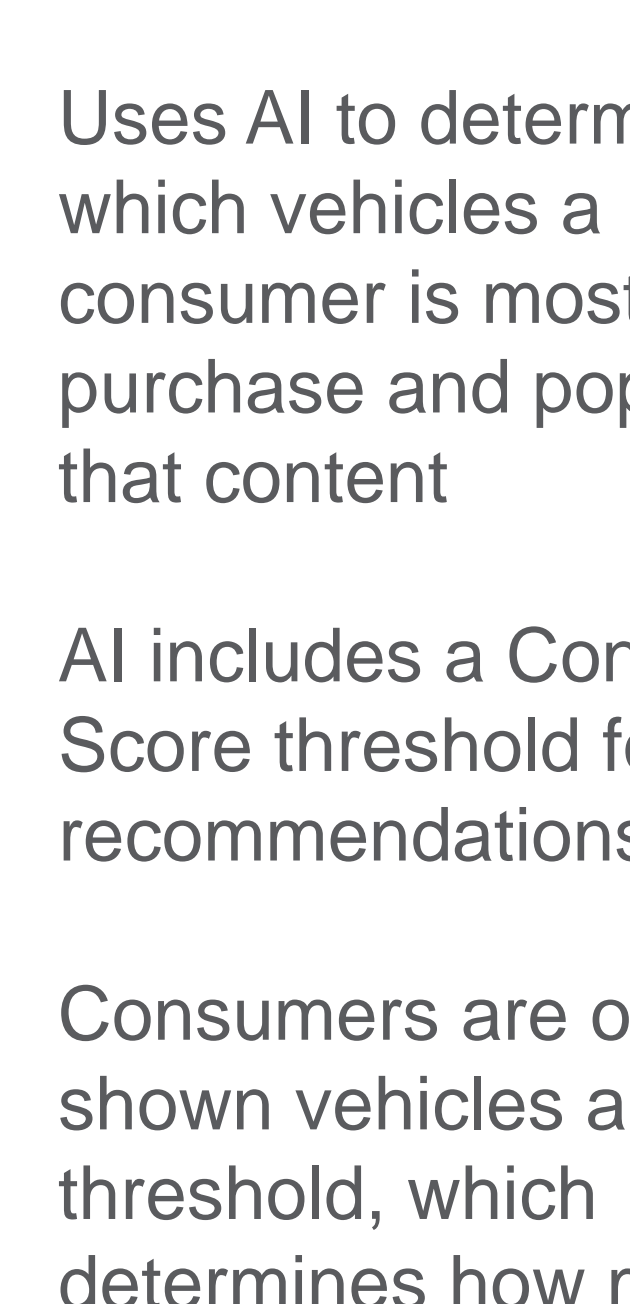
AI includes a Confidence Score threshold for recommendations

Consumers are only shown vehicles above threshold, which determines how many they see



**With AI**

- 1. Uses AI to determine which vehicles a consumer is most likely to purchase and popular content that content
- 2. AI includes a Confidence Score threshold for recommendations
- 3. Consumers are only shown vehicles above threshold, which determines how many they see

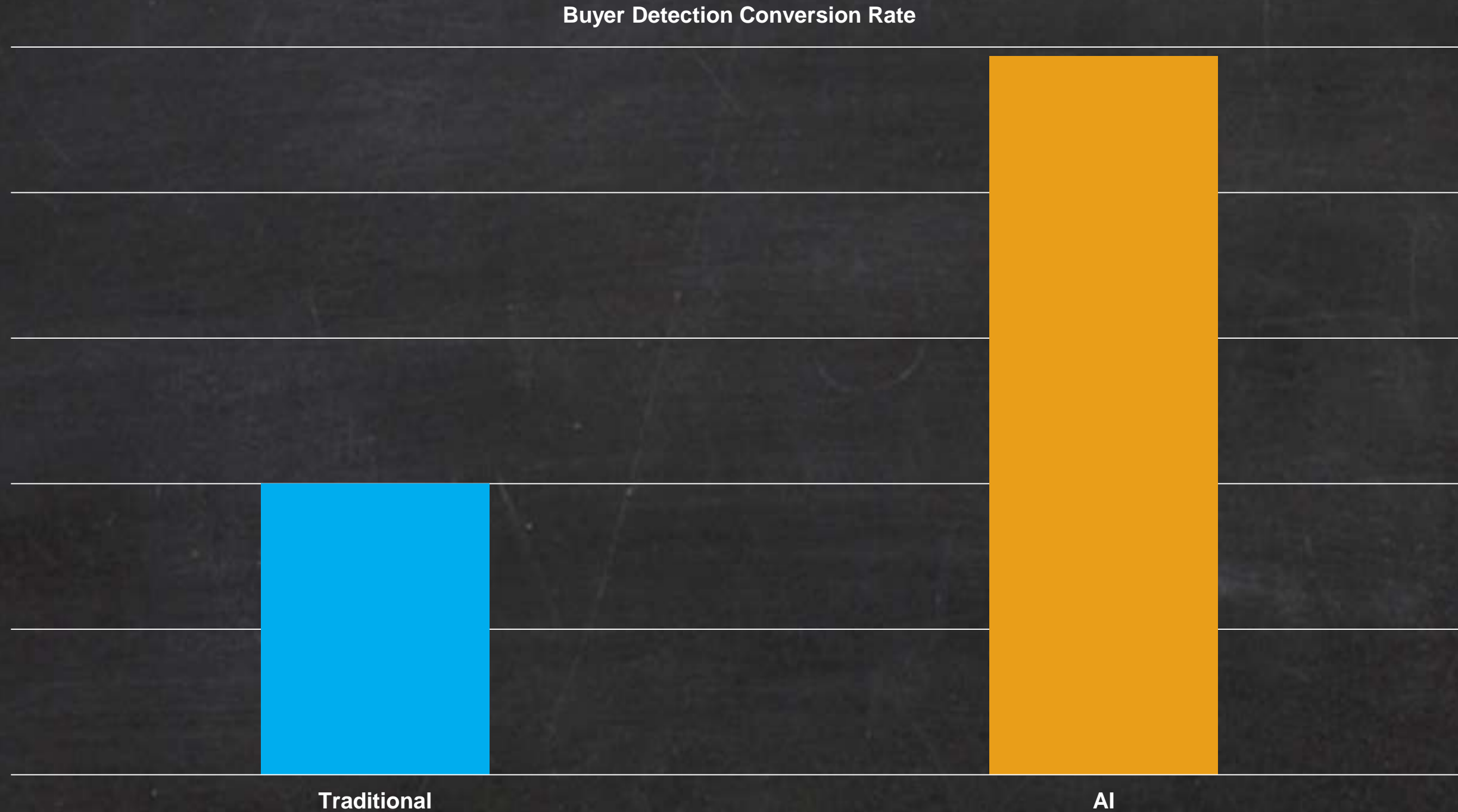


**With AI**

- 1. Uses AI to determine which vehicles a consumer is most likely to purchase and popular content that content
- 2. AI includes a Confidence Score threshold for recommendations
- 3. Consumers are only shown vehicles above threshold, which determines how many they see



# AI versus Traditional Marketing Performance Comparison



By moving from traditional methods to AI,  
Outsell Buyer Detection saw a **247%** increase in conversion rate

AI + HI

=

Winning  
Combination











# A word of warning from Elon Musk

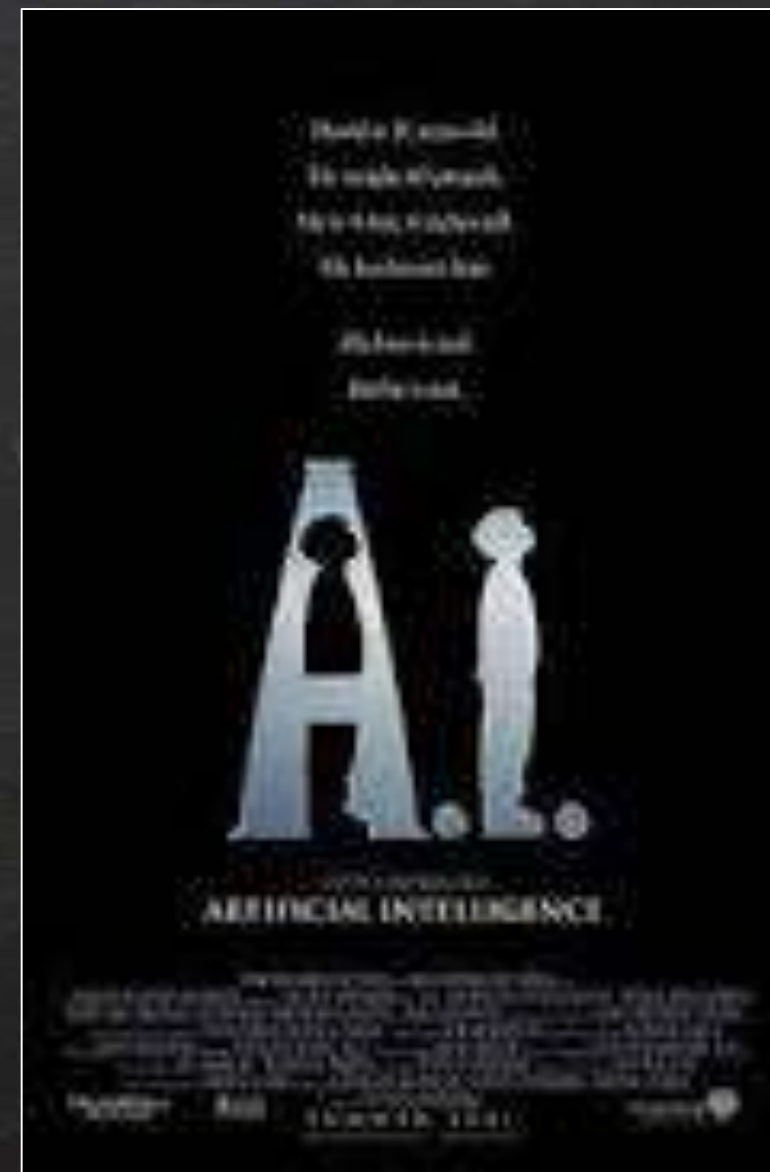




# POLL QUESTION



# RESOURCES & a tribute to my buddy Greg Gifford





## ADDITIONAL RESOURCES



YouTube



## ACTION ITEMS

- \* Consider adding AI to your communications strategy
- \* Request an update from your Vendors on their AI Strategy
- \* AI can't be left alone...You have to combine with HI





## Q&A: ASK OUR EXPERT



# PRIZE ALERT

**kain**  
UNIVERSITY

Online Training  
3 months free

Be the first to answer the giveaway question correctly  
to win this awesome prize!



@DealerOn  
@ElianaRaggio  
@KainAutomotive

**kain**



## Today's Expert



**David Kain**

President of Kain Automotive

859.533.2626

David@KainAutomotive.com

@KainAutomotive



## AFTER THE SHOW



After the webinar, please fill out our short survey  
and let us know what YOU thought of today's presentation!



CHECK OUT OUR NEXT WEBINAR

Thursday, Jun. 7 12pm EST / 9am PST

Mobile Website Mistakes That Are  
Costing you \$\$\$\$!



Mike Martinez

Chief Strategy Officer at DealerOn, Inc.