

AI-Powered Sales Acceleration Platform | Generate More Leads & Close Sales Faster

DEFEND*

- **Intelligent Lead Routing** for up to 2 users
- **Website Home Page AI Assistant:** Welcome visitors with a greeting, qualify interest, and capture leads
- **Website AI Sales Assistant & Website Service Assistant:** Start sales and service conversations and route them to the right team member
- **Inventory Integration:** Allow visitors to search, select, and take action on vehicles from your current inventory
- **Engagement Targeting:** Maximize visitor engagement with behavioral optimization
- **Team Messaging Inbox:** Jump into conversations based on your availability
- **CRM Integration:** Track all conversations easily for lead assignment and follow up
- **Text Messaging Assistant:** 1 dedicated number that car buyers and service customers can text. AI chatbot engages all text conversations and captures lead information
- **Dedicated Client Advocate**

CONQUER*

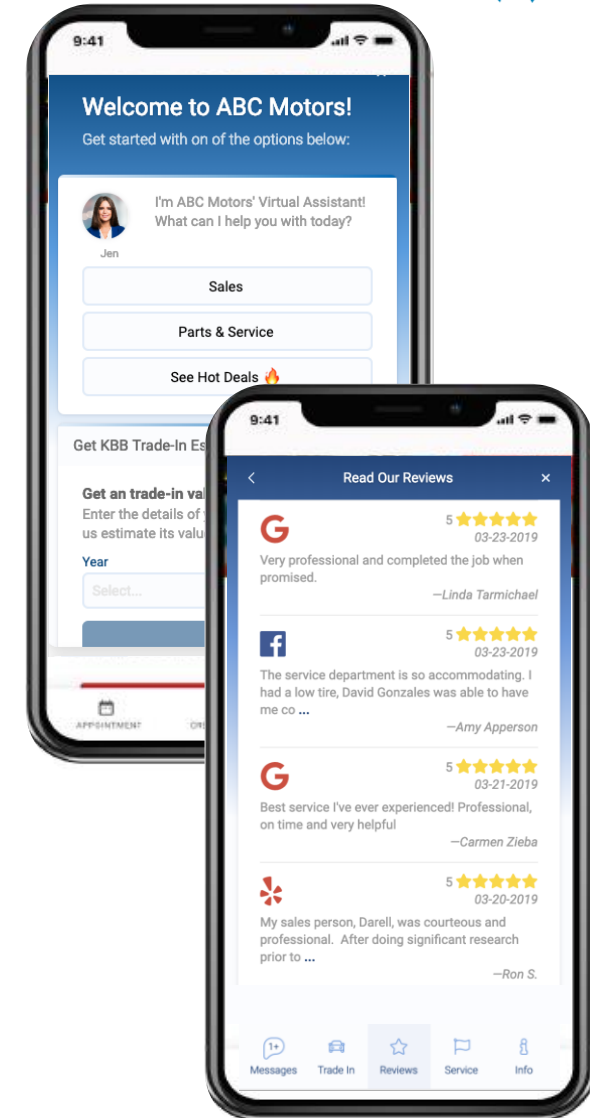
Everything in Defend PLUS

- **Intelligent Lead Routing** for up to 5 users
- **Directions Action Card:** Make it easy for visitors to find your store. Display your location within Response Path and allow visitors to get directions without leaving your site
- **Hours Action Card:** As the impact of COVID-19 continues and store hours continually change in response, this will allow your website visitors to easily view your hours by department and days of operation.
- **Facebook Page Assistant:** Reply 24/7 to messages from your dealership Facebook Page and capture leads
- **Conversation Igniter:** Proactively engage visitors based on conversation probability
- **Inventory Mover:** 1 promotion highlighting "hot deals" or "aged vehicles" based on inventory filters
- **AI Assistant Optimization:** Up to 12 times per year, by request, with a quarterly strategy call to ensure you are optimizing all the features and benefits of Response Path

NEW! DOMINATE*

Everything in Defend and Conquer PLUS

- **Intelligent Lead Routing** for Unlimited Users
- **Trade-in Estimator Card:** Enrich your leads by allowing prospects to estimate the trade-in value with Kelley Blue Book
- **Testimonials Card:** Automatically pull in and highlight your 4 and 5-star reviews from across the web as well as testimonials supporting your virtual retailing/safety measures at your dealership as a competitive advantage
- **Safe Appointment Scheduler:** Allow prospects to book sales or service appointments and remind them via text message integration. Includes enhanced SMS feature to easily communicate with multiple customers.
- **Custom AI Assistant:** Create custom conversation paths to boost engagement such as pre-approval or special offers. A custom path built for virtual retailing customers is a great way to keep selling while remaining safe for your customers and your staff
- **AI Assistant Optimization:** Up to 24 times per year, by request, with a monthly strategy call



FACEBOOK MARKETPLACE WITH CRM INTEGRATION AND MESSENGER RESPONSE PLATFORM

- Inventory feed sent to Facebook Marketplace
- Facebook Messenger response platform integration enabling dealership team to get notified when customers engage on any marketplace inventory or through regular page messenger – no need to give team members access to your Facebook page or messenger access; All conversations happen through a trackable platform
- **Team Alerts** by email and text when conversations start so they can take over from any device, anywhere (including those working remotely on COVID-related schedules)
- **Full Lead Integration** with your CRM plus free listing of all used vehicle inventory on Marketplace

*Separate subscriptions may be needed for multi-line dealerships. For example, if a Dealer has a Chevrolet, Buick or GMC website plus a second Cadillac website, they will need an individual charge at the same price for the second web site. If the Dealer is a stand-alone Cadillac store, then only one subscription is needed.

RESPONSE PATH SMART ENHANCEMENTS

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FACEBOOK SMART ASSISTANTS W/ AUTOMATED INVENTORY and SAFE SALE SCHEDULER*

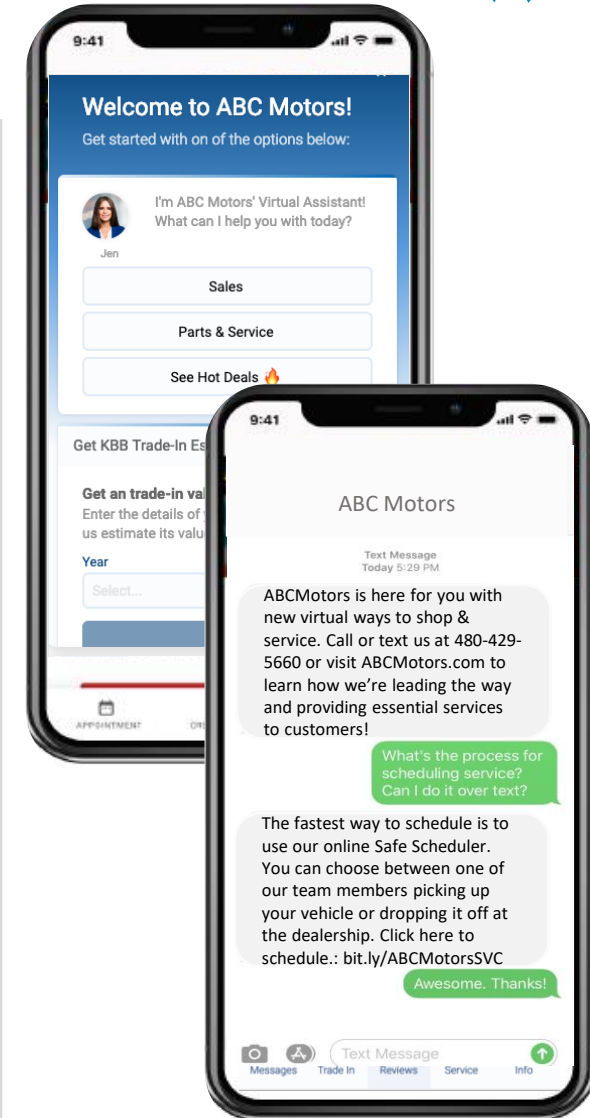
- **Facebook Smart Assistants** engage consumers and capture leads. Automatically display pre-owned inventory in Facebook Marketplace and use the **Safe Scheduler** that prompts appointments for at-home test drives or schedule appointments showing your social distancing and other “safe sale” practices
- **FB Smart Assistants in Messenger** interact with and nurture leads on Messenger, 24/7, including buyers interested in vehicles on Marketplace and can suggest new vehicle options
- **Smart Assistants Q&A** to ask and answer questions which qualifies leads to free up staff (in-store or those working remotely) to work other leads
- **Team Alerts** by email and text when conversations start so they can take over from any device, anywhere (including those working remotely on COVID-related schedules)
- **Full Lead Integration** with your CRM plus free listing of all used vehicle inventory on Marketplace

SMART CREDIT WITH INVENTORY*

- Turn car shoppers into prequalified buyers with **Soft Credit Pulls** within the chat solution. As virtual retailing becomes the norm, these pre-qualifications are an important step in the online purchase process to make sure your dealership captures “shop at home” buyers especially with a growing number of credit-challenged buyers
- **Simple prequalification application** does not require date of birth or Social Security number to process and doesn't cause a credit score “hit”
- **Credit Logix intelligence** will then automatically match customers to vehicles in your inventory based on their credit info. Within the chat, consumers are instantly shown vehicles they qualify for, so they can explore all the details from the social-distance safety of their home
- If more information is needed, Smart Credit's **Intelligent Lead Nurturing** quickly directs them to complete a more in-depth credit application (hard pull) of your choice

SMART VIDEO CHAT*

- With COVID-19 the entire country has become experts overnight in using video chat technology. **Leverage the “Zoom Effect”** in the car buying experience as a great way for consumers to safely engage with staff
- **Sales Live Video Chat:** Social-distancing and quarantining don't mean buying or servicing vehicles ends. Using Live Video Chat is a unique way to showcase the vehicle's features as well as different models and even a virtual walkaround (interior and exterior)
- **Service Live Video Chat** gives your service department the ability to show what issues need to be addressed on the vehicle being serviced.
- **Video Card:** Retain website visitors by displaying your promotional videos with clear calls-to-action as well as what your store is doing in response to additional safety protocols you have in place and show contact-less delivery and test drives



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