

CALLREVVU



# ARTIFICIAL INTELLIGENCE:

IT'S ALL ABOUT THE DATA

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# AI AND YOUR PHONE SYSTEM

Much has been written about how Artificial Intelligence (AI) is going to permeate everyone's job and revolutionize how we do everything.

This is an ambitious vision, and yet the realities are far from it. Let's take a look at the basics about Artificial Intelligence and how it actually works and how we will all benefit.

There are many terms that are used interchangeably, Machine Learning (ML) is about using a vast amount of data to "train" the model or algorithm, which then allows the machine to understand how to classify data and patterns. If you don't have a large training data set or quality data, then your outcomes will be highly suspect. With Artificial Intelligence, it is data driven – thus if you don't have a quality taxonomy, or better yet ontology, then your algorithm will produce suspect outcomes.



**COMPREHEND**



**ESTABLISH  
CONTEXT**



**DETERMINE  
INTENT**

With AI, it is critical to comprehend, establish context, and determine intent. These 3 elements are critical to understand the information so that the computer can automate the action.

## OUR EXPERIENCE STILL SHOWS THAT CONSUMERS STILL WANT A PERSONAL CONNECTION.

According to the Local Search Association, 61 percent of consumers pick up the phone and call a dealership after doing initial research. The prevalence of mobile phones and click-to-call buttons mean this number is likely to continue to grow.



61 percent of consumers pick up the phone and call a dealership after doing initial research



The opportunity to convert more phone leads to sold customers exists, but requires focus on how to improve the customer experience on the phone with top-notch phone-handling skills.



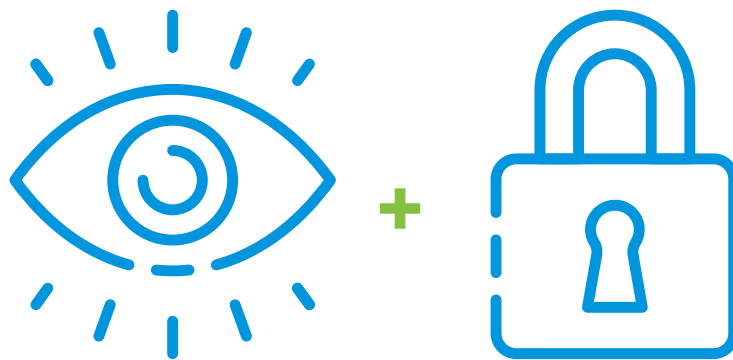
A phone system that leverages the power of artificial intelligence (AI) combined with trained human agents to transcribe conversations helps your dealership pinpoint and fix phone system problems. The result? You win more appointments and ultimately sell more cars.

# AI-HUMAN TEAMS IN ACTION

You've likely used an AI-driven voice assistant or chat service like Microsoft's Skype or Amazon's Alexa. These applications "learn" words and speech patterns, so you get a better, more personalized customer experience every time you use them.

But AI isn't perfect. It's limited in its ability to transcribe voice when the accent, tone, speed, and diction vary, or if there is background noise. Once it has the data, it must also deconstruct the expression or utterance into semantics so that it can delineate between the nouns, verbs, pronouns, etc. From there, it has to understand the context and intent to conclude if this was this an inquiry, information request, or desire to purchase, critical to prioritizing the next move.

We still need humans to help us analyze and then confirm, correct, or decline the computed action so that the computer can "learn" and enrich its taxonomy for future analysis.



## WHAT ABOUT MY PRIVACY?

Yes, there have been privacy concerns. That's why most of these companies have amended privacy policy to make it clear humans are listening to recordings to improve the services. They have also taken steps to de-identify data and require non-disclosure agreements from vendors and employees.



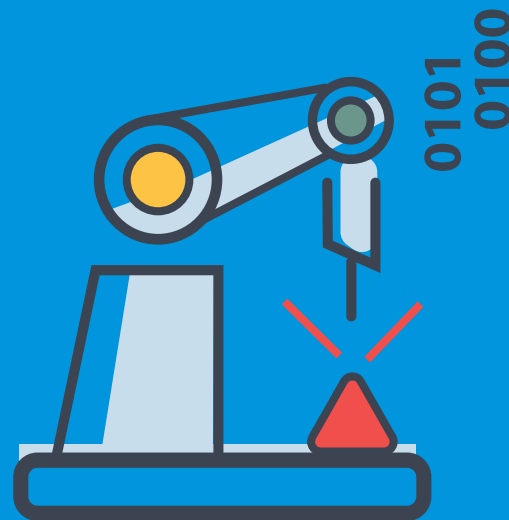
# HOW AI-HUMAN TEAMS HELP YOU SELL MORE CARS

We've established that today's consumers have been conditioned to demand an exceptional customer experience. If you don't deliver, they will simply hang up and call the next dealer listed in Google search results. It's more important than ever that you know what is happening on your phones so you can fix problems before they cost you a sale.

It's more important than ever that you, the dealer, know what is happening on your phones so you can fix problems before they cost you a sale. That's where AI technology comes in. This technology is designed to understand the content of a conversation, what the consumer wants, how the personnel answering the phones handles the call, and the outcome of the call. Did the call end in a missed opportunity, an appointment, or a sale?

A phone system built on a combination of AI technology and human agents dramatically increases customer satisfaction, sales appointments, and closed sales. This is due to real-time insights into your team's phone performance and instant mobile and/or email alerts.

# THIS TECHNOLOGY



**CAPTURES CUSTOMER DATA**



**AUTOMATICALLY ADDS  
INFORMATION TO YOUR CRM**



**TRANSCRIBES THE CALL**

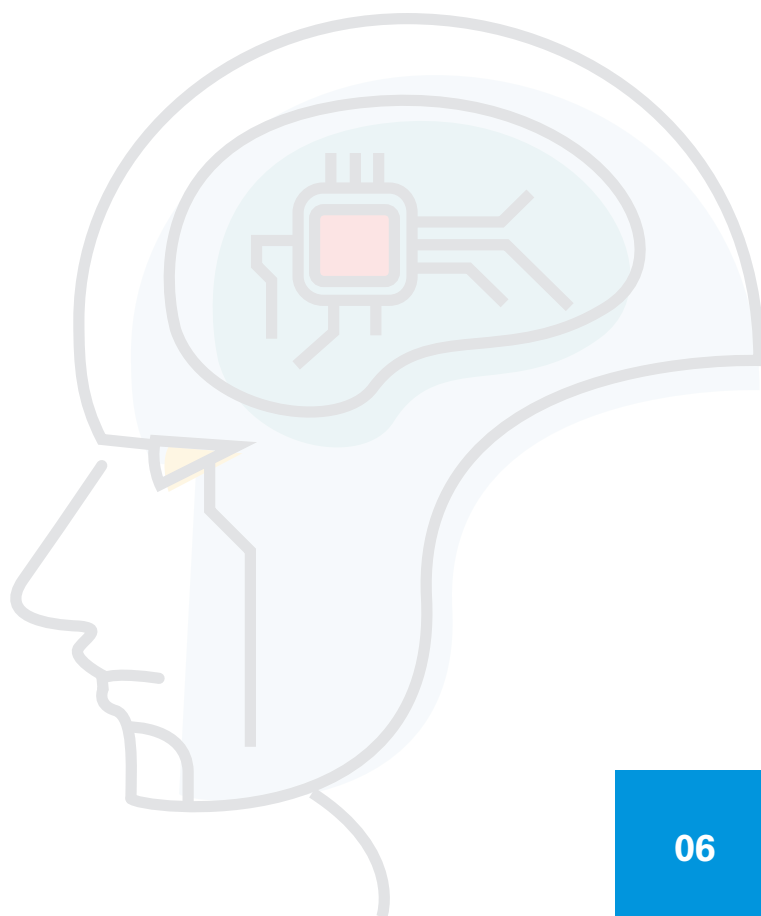


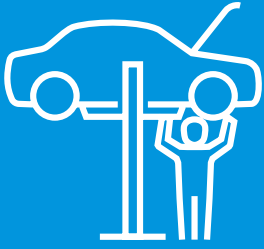
**CATEGORIZES FOLLOW-UP**



**SENDS REAL-TIME  
REPORTING ON EVERY  
CALL, WHAT HAPPENED,  
AND SUGGESTIONS FOR  
IMPROVEMENT**

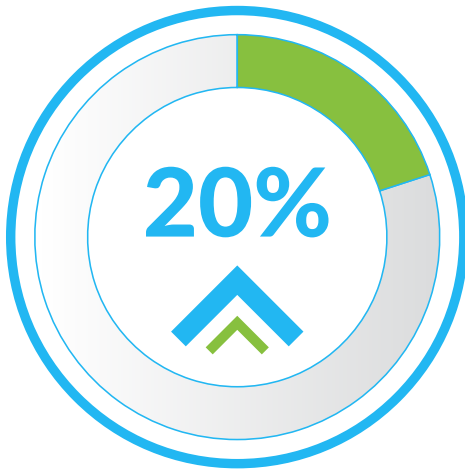
When a call is missed or mishandled, a text and/or email alert is sent within minutes to your managers so the customer relationship can be saved before you lose a deal.



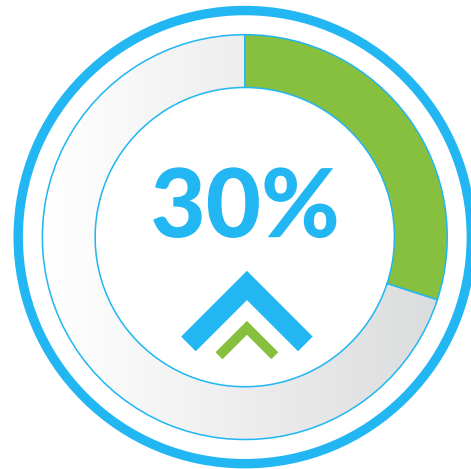


# UNDER THE HOOD WITH SHEEHY INFINITI

Sheehy Infiniti owns two stores serving customers in Virginia and Maryland. While both stores were among the top five in their DMA, appointment set rates were sitting at 37 percent. Management implemented a call tracking and recording system backed by AI and automotive-trained human agents.



**APPOINTMENT RATE**



**USED CAR SALES**

Within eight months, their appointment rate increased by almost 20 percent and used car sales went up 30 percent. Insights from AI and human agents allowed the phone system to deliver real-time alerts that pinpointed mishandled calls, provided strategy to save calls, and gave opportunities for phone training.

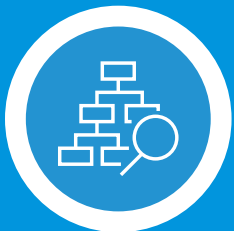
# AI ISN'T A ONE-SIZE FITS ALL

A lot of companies are jumping on the AI bandwagon. However, the technology varies greatly among vendors. The best solutions include the following.



## A LOT OF DATA

For an AI solution to help you sell more cars, it needs to have at least a half million data points behind it. These solutions learn and evolve based on data records. They have the ability to take huge amounts of data, process them, and recommend action. Solutions with enough data can create reasonable predictions about customer intent, and then act on them with real-time phone alerts. If you have a start-up company advertising its AI solution, but it only has 100 clients using the application, there's not enough data there to be a true AI solution.



## AUTO-ONLY DATA SETS

Many AI solution providers work in multiple verticals. Along with automotive, they may market solutions for healthcare, food service, retail, etc. The problem is that each industry has its own lexicon, or language, pulling all the data together and creating generic data sets. For example, terms in Healthcare have no meaning in Automotive. Designing a system with multiple use cases frequently ends in a limited capability and poor customer experience. Auto-only data sets ensure the application can understand questions, responses, and best paths for a positive automotive customer experience.



## DETAILED DATA ANALYSIS

Any phone system provider can gather and report data. To improve performance, you need to know why certain outcomes are happening and what you can do in the future to get better results. An AI provider should not simply present charts and graphs that you have to interpret. You should receive a detailed analysis of phone performance along with recipes to fix any problems.



## A HUMAN COMPONENT

AI is still evolving and needs a human component to verify accuracy and provide more context. The best providers rely on specially-trained agents to listen to recordings and fix errors caused by accent, speed, diction, and tone of speech. Enlisting the help of humans brings AI to its full potential and allows you to take complete advantage of this powerful technology.

# CONCLUSION

AI technology has grown by leaps and bounds, but we are a long way away from the computers taking over. Human analysis will continue to be necessary to train, provide context, and intent. What works for Google and Alexa in your everyday life isn't what works in Automotive to help dealerships drive more appointments and sales. At a time when consumer expectations are at an all-time high, call volume to dealerships is on the rise, and fierce competition among dealers makes converting phone leads into appointments ever more critical, the best choice is a phone provider that combines AI with human agents.

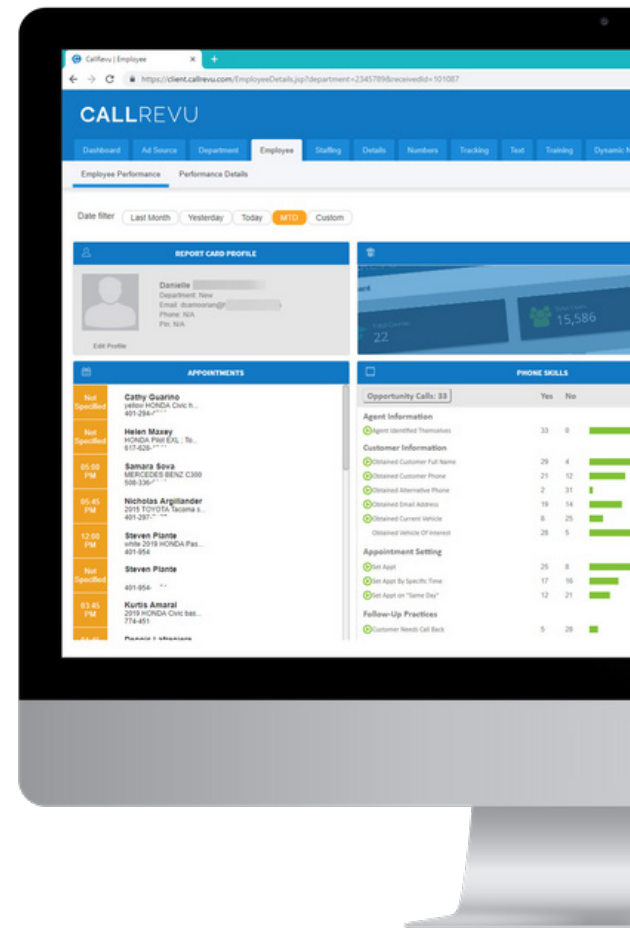
Contact us to learn more and how we can help you harness the power of AI to achieve more sales and a better customer experience.

## ABOUT US

CallRevu is Automotive's Top Call Management Solution. We help dealers convert calls into appointments and customers for life. We focus on tracking, listening, summarizing, alerting, and coaching with our robust data reporting.

## COMPANY OVERVIEW

CallRevu tracks, summarizes, alerts, and reports on all of auto dealership's calls in real-time; focusing on over 24 key data points. With the data collected. CallRevu helps dealers fix the biggest blind spot in their dealerships - the phone.



# ARTIFICIAL INTELLIGENCE

CALLREVU



CallRevu uses humans and AI with our call tracking and monitoring services to ensure dealers are getting the best of both worlds. Visit [callrevu.com](https://callrevu.com) to learn more about CallRevu.

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