

HYBRID CHAT DEALERSHIP EDITION

Combining the power of live agents and artificial intelligence for 24/7 chat.

- ✓ Increase Site-Leads
- ✓ Increase Service Appointments
- ✓ Gain Insight to Site Visitors

Difficult times have lead auto dealers to seek innovative strategies to generate leads and increase sales while simultaneously keeping overhead low. UpSellit's Hybrid Chat, a virtual chat technology solution, enables business websites to conduct intelligent, low-cost communications with online customers. Dealerships can now equip their websites with a 24/7 virtual sales person, greeting customers and creating leads to improve the customer online experience and increase sales.

USI's Hybrid Chat combines the artificial intelligence methodologies and natural language parsing of its industry-proven SmartAgent® with the advantages of a live person chat. Hybrid Chat allows businesses the unique advantage of having a representative on their site at all times. During normal business hours a live agent can directly interact with visitors or monitor A.I. chats and jump in when they like. Set the chat to A.I. at night and review the chat transcripts the following day.

"With sales slumping and people hesitant to make a pricey purchase, automobile dealers can't afford to miss a single lead or deal," said Tom Kogler, president and co-founder of USI Technologies. "Similar to the best salesman on the showroom floor, Hybrid Chat turns browsers into buyers. Individuals don't generally expect to be engaged while they're researching what car to purchase. There's a real opportunity here. The virtual agent acts on their interest; reaching out with

The USI Advantage

USI provides an emarketing solution utilizing proprietary virtual-chat technology to increase sales, present additional promotional opportunities and improve customer experience. Using natural language parsing and approved company messaging, USI's virtual agents interact simultaneously with 10 to 10 million customers. Headquartered in Westlake Village, CA, USI Technologies was founded in 2005. For more information, visit www.upsellit.com.



**"...averaging \$165,000
in sales and 40-50 leads
per month!"** – Steve Thomas BMW

additional information or following up with needed information to close the sale."

From the moment visitors enter the site, UpSellit's Hybrid Chat monitors details like visitor location, length of visit, pages visited, current page, and more. The information is collected and stored so dealers can take a more analytical approach to understanding their target market.

With USI's Easy-Set-Up Guide, any employee who can navigate the internet can quickly edit the look and feel of the chat window to match the dealership's brand. Customizing the artificial intelligence is just as easy with our step-by-step script editor that enables the artificial intelligence to answer questions about specific dealerships.



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