STREEBO

Omnichannel Messaging Chatbot Solution
for Automotive Industry for Commercial Vehicle Service Solution

The automotive industry has evolved drastically after the pandemic. Sales processes and customer buying journeys have changed. Car purchasers now spend their time researching and making purchase decisions online. In addition to web and mobile, consumers are now spending most of their time using social media and messaging channels. A recent Tech crunch study states a 40% jump in traffic on messaging channels such as Facebook Messenger, WhatsApp, Google Chat and even SMS. If car manufacturers provide excellent customer experiences online on these asynchronous messaging channels, the potential to gain new customers can be incredible. Automobile Businesses that will recognize and respond to this change will stand to gain market share and generate net new revenue by leveraging these social media channels. So this raises a question...

What Marketeers can do to adapt and overcome the industry change?

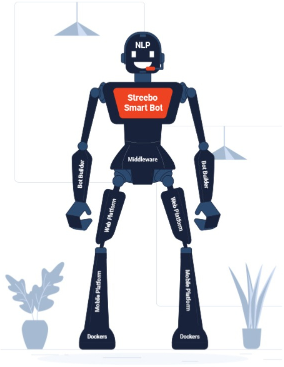
Emerging Artificial Intelligence (AI) and bot technologies have now opened up new possibilities for automobile customer and prospect interaction, with the use of Natural Language Processing (NLP) becoming the major market driver. As stated earlier, messaging apps are now in vogue with the target audience and companies that will open up these asynchronous messaging channels for customer interaction by leveraging NLP & AI will stand to gain market share, improve customer experience and decrease customer interaction costs.

Conversational AI is shaping the future of the Automobile Industry. With chatbots and multi-channel integrations, automobile companies can meet their customers' expectations by resorting to a new and improved way of interaction. Therefore, more automobile companies are adopting chatbots in addition to spending resources on traditional channels. This increases marketing efficiency for the overall automobile sales and service business. As per the Google consumer insights, 95% of vehicle buyers use digital as a source of information. In fact, twice as many start their research online versus at a dealer.

Lastly, adding chatbot to the public-facing website helps to increase the average time spent by users on their web page which in turn has a direct effect on their SEO rankings. According to a recent Deloitte study, on an average, marketeers improved their bounce rate by over 17% by deploying chatbots on their website.

Gen AI SMART AI Agent

Streebo a leading Artificial Intelligence (AI) and Digital Transformation Company has created a very powerful, intelligent, and Pre-trained AI-Powered chatbot for handling Marketing functions for the Automobile Companies. These bots are Trained until 99% Accurate and can seamlessly integrate with a wide variety of 3rd party enterprise backend systems (ERPs, CRMs) systems such as SAP, Salesforce, ServiceNow, Workday among others. Moreover, these chatbots for Automobile Sales & Services leverage leading NLP engine such as Microsoft Copilot. By leveraging these NLP engine Gen AI Bots for Marketing extend the vehicle search to a variety of social media platforms, mainly Facebook Messenger (Meta), WhatsApp, Google Chat and SMS among others, along with traditional channels like the website and mobile app. Streebo's Conversational AI for Marketing makes the customer interaction effortless and faster. An increasing number of vehicle buyers prefer it over the traditional web and mobile app interface.



Our AI-Powered Marketing chatbot for Automobile Sales & Services Supports below Features

- 99% Accuracy
- Omni-channel
- Secured
- Multi-lingual
- Support for both Voice and Chat Channels
- Inbuilt Live Agent Support
- Advanced Analytics

Our pre-trained ChatBot for Marketing is trained in the following Operations for Automobile Sales & Services

- Answer FAQs
- Browse Cars
- Price Estimates
- Car Enquiry
- Schedule a visit to the Showroom
- Book a Test Drive
- Car Trade / Exchange
- Avail 24×7 Roadside Assistance
- Book a Service Appointment
- Call Emergency Break-Down Assistance
- Payment Transactions
- Download / Upload Documents
- Feedback and Ratings
- Generate Receipt

Why Gen AI Chatbot for Business?

Key differentiators of Streebo's Pre-Trained and pre-integrated AI-Powered Bots for Marketing:

Built-in Domain Intelligence

Streebo has built-in domain knowledge into its Bots and has deployed highly intelligent pre-trained chatbots that can emulate human interactions pretty closely for Automobile Prospects & Customers.

Omni-Channel Advantage

: Our Smart Bot for Marketing extends the vehicle buying experience across social media channels such as FB Messenger, WhatsApp, Google Chat, WeChat, Skype, and even SMS. They can even handle voice channels such as IVR, Amazon Alexa, and Google Home. Bots can even be deployed to existing digital properties such as the website and mobile App.

Multi-lingual Engagement

Conversational AI for Automobile interacts in 38+ languages on chat as well as voice interface which gains more preference.

Pre-Integrated with Backends

Streebo's Smart Bot Automobile Industry comes pre-integrated with a wide variety of 3rd party backend systems (ERPs, CRMs) systems and enterprise backends such as SAP, Salesforce, ServiceNow, Workday among others.

99% Intelligent Bot

Streebo chatbot comes with a Guaranteed Bot Intelligence Index* of 99% (*BII = No. of questions answered correctly/No. of relevant questions asked)

Flexible Deployment Options

Streebo's Pre-Trained Conversational Interface can be deployed on-premise or on Microsoft Azure.

Lower Maintenance

Streebo's chatbot is built using open standards such as Java and Javascript. Streebo's Pre-Tranied Bot is optional development-only tooling that customers can choose or they can directly develop and manage it using standard IDEs such as Eclipse and Visual Studio that significantly lower app development costs as well as reduce support & maintenance costs.

Advanced Analytics

Streebo's Automobile Analytics Dashboard is developed to record and display systemic data, metrics, preferences, and trends which eventually help in monitoring user interactions, and can be adapted accordingly to give relevant responses and take business decisions.

Business Benefits

Automobile Businesses will experience the below benefits by upgrading their systems with Streebo Smart Bot across channels like web, mobile, WhatsApp, FB messenger, Google Chat and SMS among others:

Increased Inquiries:

Vehicle buyers search for cars online and lately also consume information on social media channels. Our Omnichannel Bot present on these channels which can and answer queries with 99% accuracy will increase engagement and drive business for an Automobile Business.

Increased Revenue

Instant resolution of buyer's queries will help in more showroom visits and will fasten the decision to purchase. This results in an increase in overall revenue.

Improved Customer Experience:

Streebo chatbot will give continuous updates and notifications about servicing and will be available 24×7 for customer assistance even in case of emergencies. This will increase the car servicing business as well as improve customer satisfaction & retention.

Decreased Cost:
As the chatbot handles most of the vehicle buying and servicing queries and saves on query resolution time & effort – this, in turn, decreases the marketing & call center cost as well as improves the overall productivity.

Improved SEO:
The bot can engage buyers on the public website thus increasing your session time and reducing your bounce rate. This improves SEO page ranking and improves lead-generation by an average of 17% thus even making your online ad spending more effective.

Pricing Options

MVP (Minimum Viable Product) bot includes

- ✓ 3 transactional use cases
- ✓ 1 backend integrations
- ✓ 50 FAQ's
- ✓ Channels – Web, Mobile App & 1 Social Media Chanel such as WhatsApp/Facebook Messenger

Capex Option

- ✓ You can choose to buy the MVP Bot.

Opex Option

- ✓ You can choose to Subscribe to the MVP Bot for a fixed monthly charge with no upfront setup fee.

Pay Per Usage

- ✓ This is a conversation-based subscription and tied to the number of conversations & messages the bot handles. Thus you only pay if the Bot is getting used and is actually eflecting calls.

SCHEDULE YOUR BOT DEMO TODAY