



# AMAZING TECH. SMART PEOPLE. UNMATCHED EXPERIENCE.

We combine advanced customer engagement tools and expert training solutions to help your dealership respond quickly, convert leads into appointments, and deliver exceptional service. **With smart humans and AI-enabled technology, we ensure no customer is left waiting, and your team is empowered to excel.**

## EQUIPPING DEALERSHIPS WITH DIGITAL SOLUTIONS SINCE 2010

Better Car People has been connecting dealerships with customers since 2010 and combines **top-notch AI** with **US-based automotive-specific agents** to deliver the best customer engagement. Our success in generating appointments, leads, and custom follow-up processes proves why leading dealers, dealer groups, and OEMs trust us with their most valuable asset: **their customers**.

Better Car People provides solutions for **Sales** and **Service BDCs, internet lead responses**, and **training** to maximize every marketing dollar. We currently partner with 4,500+ dealerships around the US and Canada and continue to grow and develop our solutions to fit the needs of the modern dealer.



As part of our ongoing commitment to delivering exceptional customer engagement solutions, we have acquired **Proactive Dealer Solutions (PDS)**, a leader in automotive dealership training and advanced software solutions.

This strategic acquisition combines our robust omni-channel engagement capabilities with PDS's advanced AI-driven technology and consulting expertise.

- Integrated AI solutions for SMS, email, and voice communication.
- A comprehensive suite of training and performance enhancement tools.
- Improved 24/7 customer engagement across all service points.

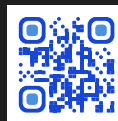


### LET'S TALK!

[sales@bettercarpeople.com](mailto:sales@bettercarpeople.com)  
(855) 448.4219



[www.bettercarpeople.com](http://www.bettercarpeople.com)





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# ADVANCED CUSTOMER ENGAGEMENT TOOLS



GROW YOUR DEALERSHIP WITH THE **POWER OF AI** AND  
THE **EXPERTISE OF LIVE AGENTS**.

## FIRST QUALITY RESPONSE <sup>AI</sup>

24/7/365 response to internet leads. Lead Source Specific. Mystery Shop compliant. Includes SMS appointment setting and Agent Assist.



## RECEPTIONIST <sup>AI</sup>

Better Car People's Receptionist will answer all incoming calls to your dealership 24/7.



## LEAD NURTURING <sup>AI</sup>

Our 90-day Lead nurturing process allows dealers to build stronger customer relationships by delivering the right message at the right time.



## LEAD REANIMATION <sup>AI</sup>

Stay in contact with customers who have not made a purchase decision with timely, relevant emails and SMS messages.



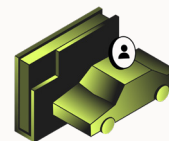
## SALES RESPONSE PLUS

Combines our FQR and Lead Nurturing for an industry-leading solution that complements your internal BDC and Sales Teams.



## SALES RESPONSE COMPLETE

Our comprehensive, best-in-class outsourced BDC solution. Unlimited follow-up to Internet and Phone Leads using US-based agents that includes our best in class AI and CRM Integration.



## SERVICE TO SALES

Source used car inventory by making an offer to purchase in-demand vehicles from service customers while they are still on the service drive.



**ENHANCE** YOUR CUSTOMER SALES GAME TODAY!

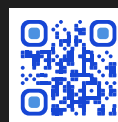
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# ELEVATE YOUR DEALERSHIP'S SERVICE EXPERIENCE

**FOCUS ON CUSTOMER SATISFACTION,**  
THE REST OF THE SERVICE EFFORTS ARE ON US.

## CONNECTED CAR RESPONSE <sup>AI</sup>

Fast & effective responses to connected car alerts using our 24/7/365 automated, frictionless service scheduling tools.



## SERVICE RESPONSE <sup>AI</sup>

Conversational voice response to inbound service calls. Powered by Brooke and integrated with your CRM/DMS for seamless customer engagement.



## SERVICE RESPONSE COMPLETE

Combines our conversational AI with US-based agents for an industry leading service solution.

Includes agent callbacks to abandoned callers.



**ENHANCE** YOUR CUSTOMER SERVICE GAME TODAY!

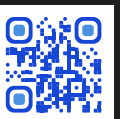
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# AI INSIGHTS. HUMAN INTUITION. MEET YOUR **GROWTH ENGINE**

OPTIMIZE OPERATIONS, BOOST APPOINTMENTS, AND  
**IMPROVE SALES AND SERVICE OUTCOMES.**

## LOYALTY

We boost your dealership's customer loyalty with custom rewards & benefits, so you can run your business smoothly.



### LEVEL 1:

- Dealership personalization
- Points and gift certificate program
- Personalized Email follow-up
- Web link to member's balance
- DMS Integration

### LEVEL 2: (Includes Level 1)

- Personalized Rewards Web Site
- Membership Cards & Key Tags & Rack Cards
- Pre-enrollment of prior service customers

### LEVEL 3: (Includes Level 2)

- Merchant Network, FREE GIFTS & Membership handbooks

## SALES AND SERVICE CAMPAIGNS

Outbound lead generation using people, Brooke Conversational SMS.



## RESCUE

Short-term Follow-up to nonresponsive Sales and Service opportunities that have abandoned attempts to call or schedule an appointment. Utilizes people and Brooke Conversational SMS.



## CALLER CX

Uses AI technology to evaluate calls, provide real-time coaching, and alert managers to missed opportunities.



## BDC CENTRAL

BDC Central enhances dealership performance through staff training, performance tracking, AI-driven call monitoring, and real-time coaching.



## DEALER TRAINING

We empower automotive teams with our holistic modern retail training solutions, designed and tailored to catapult dealerships beyond their targets and establish them as market leaders.

### TRAINING LOCATIONS:

- Huntersville, NC
- In Store



**ENHANCE YOUR SALES AND SERVICE OUTCOMES TODAY!**

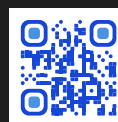
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# KNOW WHAT'S **UNDER THE HOOD!**

Grow your dealership with the power of AI and  
the expertise of live agents. Let's chat!



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