

Sales AI

Exceptionally human AI that delights and converts more customers



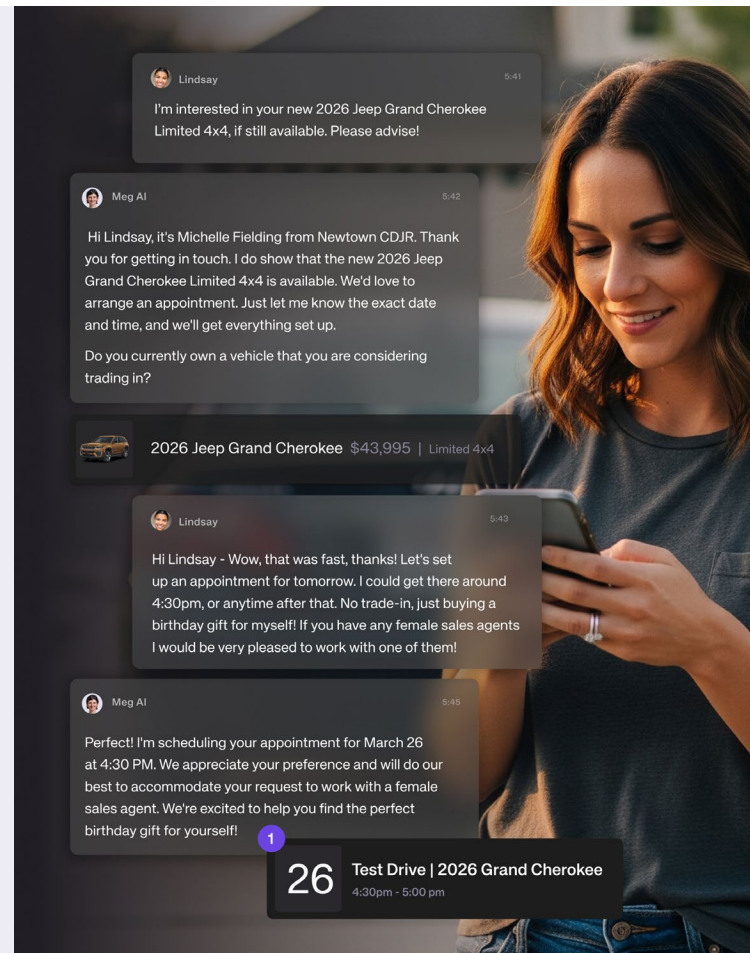
Most AI follows up. Impel's Sales AI follows through. The moment a lead hits your system, Sales AI gets to work — immediately, autonomously, and in your voice. It doesn't respond to leads. It works them. Decoding intent, orchestrating multi-channel outreach, adjusting tone in real time, and handing off to your rep with full context and the perfect next move. Every lead engaged. Every conversation earned. Every appointment fought for.

Boost sales productivity, efficiency and results

- AI with EQ: adjusts tone, timing, and approach in real time
- Fully handles complex and multi-step inventory, financing, and trade-in inquiries
- Speaks with your brand voice, not a generic AI voice
- Understands the lead source and runs the right journey, every time
- Autonomous appointment booking — no rep required
- Fully operational on day one, but can be configured to your exact playbook
- Configurable audience segments, intent triggers, channel mix, and pacing
- Lead source-specific journeys, business rules, and cadences
- Customizable AI persona: your brand, your voice
- Smart notifications: triggered by real signals, not just activity
- Intelligent escalation: right rep, right moment, right context
- Role-based dashboards + CRM-integrated workflow

Tangible ROI for your dealership

- Enables sales team to focus on high-value leads, relationship-building, and deal closing
- Drives showroom appointments and live calls



Automation that drives your dealership forward

The Challenge

Maximizing lead conversion without adding headcount

The Solution

Impel's Sales AI enhances the effectiveness of existing sales staff to drive higher lead conversion performance

31% Lift in Appt. Set Rate Across all Channels

23% Lift in Sales Conversion Rate

2.5X Increase in BDR Capacity

-1.15 Decrease in Days to Sale

Every lead gets a real answer

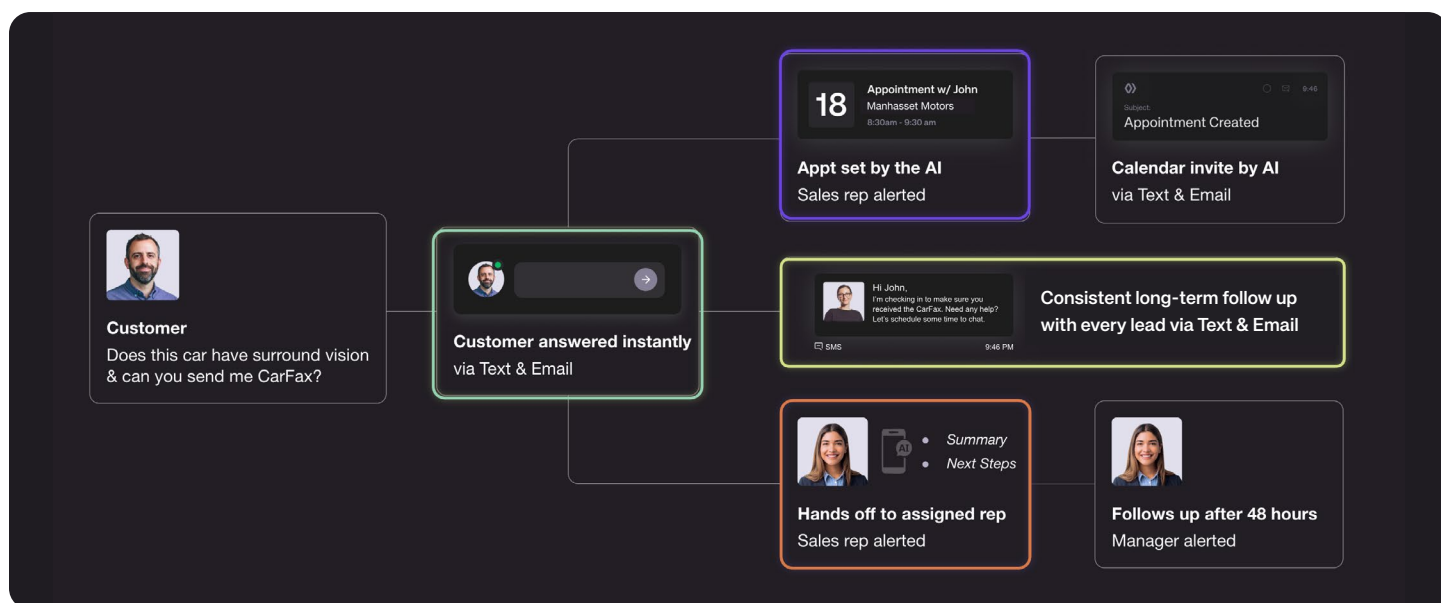
AI engages shoppers with real-time, personalized responses — so your team can focus on closing, not chasing.

Responds instantly to all online leads via text and email

Nurtures conversations and follows up with leads long-term

Schedules appointments directly in CRM

Alerts and hands off to your team with full context and recommended next steps



AI that moves as fast as you do.

A centralized repository for your dealership's information—continuously expanding your AI capabilities in real time—across all agents and channels.

The result? Far more meaningful and accurate conversations—and greater results.

+35% Response Rates

+15% AI-set Appointments

-10% Staff Handoffs

Sarah
5:45

I want to add rear bumper protector, WeatherTech floor mats, tint, roof rail crossbars—can that all be rolled into my final price?

Katy AI
5:46

Absolutely. You can add accessories like Rear Bumper Guards, All-Weather Floor Mats, Roof Rail Crossbars, Hitch Receiver, window tint, and other add-ons! We'll get your specific list over to the team to check availability and final pricing so your vehicle is ready when you drive it off the lot.

AI Knowledge Bank

Provide the information AI will utilize to generate responses. For each topic, provide necessary textual information, including links if applicable. If no information is provided, AI won't be able to generate its reply.

General Information

Service & Parts

Sales

Car Buying

Financing

* Questions with asterisk are mandatory and must be answered to onboard the product.

Are there any special financing rates or offers currently available?

Sales AI Copilot Chat AI

Can accessories and add-ons be factored into the final price?

Sales AI Copilot Chat AI

* Can I finance the vehicle even if I have bad credit?

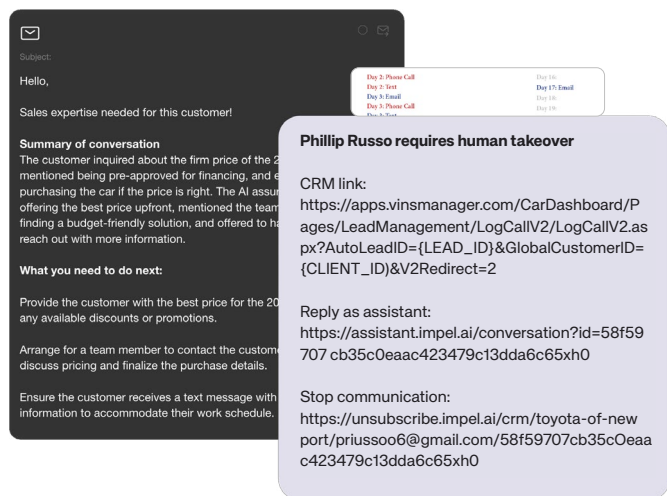
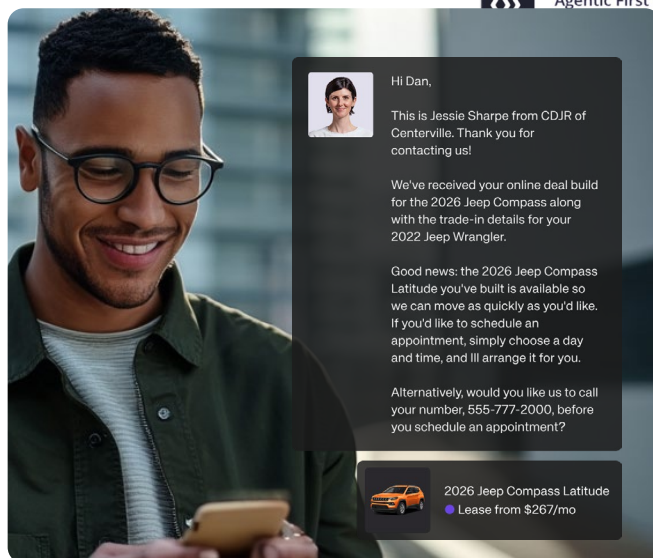
Sales AI Copilot Chat AI

* Can you provide information on the interest rates for financing?

Sales AI Copilot Chat AI

True Customization for Every Lead Source, Every Time

Agentic Response tailors every first reply to the lead's source and intent — OEM-aligned, context-aware, and powered by your AI Knowledge Bank.



Seamless Integrations

With your systems, workflows & processes

- Over 200 auto retail integrations
- Consistent long-term lead nurturing
- Automated follow-up
- Intelligent handoffs

Connect with your dedicated Stellantis Strategy Team at stellantis@impel.ai to activate Automotive AI for your dealership.