

Enhancing Franchise Auto Dealer Service Performance with AI Technology

LONG BEACH, CA, UNITED STATES,
November 21, 2023 /

[EINPresswire.com/](https://www.einpresswire.com/) -- In the ever-evolving landscape of automotive service, the integration of AI technology can revolutionize how franchise auto dealers cater to customer needs. As the industry embraces innovation, AI solutions have become instrumental in streamlining operations, enhancing communication, and delivering exceptional service experiences.



Auto Dealer Service and AI Technology

How to Leverage AI for Dealer Service

AI has the potential to revolutionize the auto service industry by making it more efficient, productive, and customer-centric. Franchise auto dealers that are early adopters of AI technology will be well-positioned to succeed in the years to come.

Improved Efficiency and Productivity

AI can be used to automate many of the manual tasks involved in auto service, such as scheduling appointments, assigning technicians to jobs, and tracking inventory. This can free up technicians to focus on more complex tasks, such as diagnostics and repairs.

Enhanced Customer Service

AI can be used to provide customers with real-time updates on the status of their repairs, as well as to answer their questions about their vehicles. This can help to improve customer satisfaction and loyalty. Additionally, AI can be used to personalize customer interactions, such as by recommending specific services based on the customer's vehicle history.

Reduced Costs

AI can be used to identify and eliminate waste in the auto service process, such as unnecessary repairs and overstocking of inventory. Additionally, AI can be used to negotiate better prices with suppliers. These cost savings can be passed on to customers in the form of lower prices.

Improved Decision-Making

AI can be used to provide dealers with insights into their business that they would not otherwise have access to. For example, AI can be used to identify which services are most profitable and which customers are most likely to need service in the future. This information can be used to make better decisions about resource allocation and marketing campaigns.

myKaarma and AI Technology Today

One of the primary challenges for auto dealerships has been effective communication with customers. The myKaarma communications platform employs AI-driven tools to ensure seamless interactions between customers and the service team.

Waiting for a response

myKaarma's ['Waiting for Response'](#) feature allows a service team to distinguish between messages that are awaiting or need a response vs. those that do not. This time-tested feature boasts over 85% accuracy. This empowers managers and advisors to excel at their customer service activities and reduce noise that would distract them from operating efficiently, and the feature is configurable to align with dealership definitions/preferences for responsiveness.

Texting OPT-OUTs

Avoid communication compliance issues with myKaarma's texting features by accurately detecting OPT-OUTs. Our AI-powered engine accurately detects customer OPT-OUT requests, even without 'STOP.' This helps to ensure compliance and protects dealers from legal risks.

Simplifying Appointment Setting

Setting appointments efficiently is vital for both customers and dealerships. myKaarma's scheduler optimizes this process, allowing customers to book appointments conveniently while enabling dealerships to manage their schedules effectively. The intelligent system minimizes wait times, maximizes resource utilization, and enhances overall service efficiency.

Additional integration partnerships with [AutoService.ai](#) and [Stella Automotive AI](#) allow myKaarma dealers to use AI as a call-answering service. myKaarma dealers can automate call handling and routing. This allows them to use natural language processing to understand and respond to customer queries. AI call answering can answer basic questions about vehicle

inventory, service appointments, dealership hours, and more. Based on the caller's query, dealers can route calls to the appropriate department or individual, ensuring customers are connected with the right person to address their needs.

Additional Scheduler+ Features

Multilingual Support

In a diverse market, catering to customers speaking different languages is crucial. myKaarma addresses this need by providing translation tools supporting multiple languages. This feature ensures that language barriers don't hinder effective communication and service, fostering a more inclusive and customer-centric environment within franchise auto dealer services.

Accessing Customer Records and Recalls

Dealerships handle vast amounts of customer data stored within their Dealer Management Systems (DMS). Capabilities within myKaarma simplify this process, enabling swift referencing and utilization of customer information. This streamlines service interactions, allowing for personalized and efficient customer experiences.

Dealerships can quickly retrieve and analyze service customer history. Typing in a few letters can deliver a customer record instantly and effortlessly deliver any pertinent recall information. By swiftly accessing this data, service advisors can offer more informed recommendations, ensuring that customers receive tailored and efficient service.

Conclusion

With an array of tools already dedicated to seamless communication, appointment setting, and multilingual support, myKaarma ensures that dealerships deliver unparalleled customer experiences. The platform's ability to optimize service operations, enhance customer interactions, and leverage AI for intelligent decision-making solidifies myKaarma as the go-to solution for franchise auto dealers striving to exceed customer expectations and thrive in an increasingly competitive market.

myKaarma

+1 562-287-5527

sales.support@mykaarma.com

Matt Bateman

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/670060601>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.