

AI Startup Offers Car Dealers Free Access to Customer Engagement Automation

Pulsar is offering its award-winning technology to dealers for free for a limited time to help auto-retailers during the coronavirus pandemic.

SAN FRANCISCO ([PRWEB](#)) April 13, 2020 -- Pulsar AI, Inc., the most advanced conversation automation tool for dealer-customer communication, is responding to the challenge faced by the auto retail industry during the coronavirus pandemic by offering its award-winning product to any dealer in the US completely free of charge until June 30, 2020.

Pulsar's state-of-the-art technology enables car dealerships to automate lead engagement by autonomously contacting, engaging, qualifying and following up with any lead via natural, automated two-way conversations. Pulsar integrates with the existing CRM, Inventory Management and DMS systems at a dealership to answer every specific question that customers ask and follow up until they are engaged. Pulsar automatically schedules customer appointments and test drives in the dealership CRM, a feature which is critical at a time when so many dealers are having to fulfill test drives at customers' homes.

Through advanced use of machine learning and natural language processing, Pulsar is able to improve the car buying and selling process for both the dealership and the customer. Recently, one of the Pulsar customers saw an immediate 22% increase in customer engagement and a 23% increase in the conversion of internet leads. Twenty-six percent of the total appointments were secured by Pulsar. Overall 14% of customers came to the store with zero human involvement - they were answered, engaged and brought to the dealership entirely by Pulsar.

In this challenging economic environment caused by Covid-19, Pulsar's technology can assist dealerships with processing 100% of all internet leads, allowing them to redeploy all or most of their BDC department. Through June 30, 2020, Pulsar also provides dealerships with re-engagement campaigns for previously lost leads at no cost to dealers.

“Through the initiative to offer our technology to auto dealers for free during Q2, we will help auto dealers reduce costs while increasing productivity, conversion, and customer satisfaction, to help dealers sustain their businesses during this difficult time,” said David Choladze, Pulsar's CEO and Co-Founder. “By opening up our platform for free, we want to do our part in helping auto retailers in this challenging situation. We have set up a rapid onboarding team to help dealerships deploy Pulsar Lead Engagement Automation quickly, with virtually no effort, to help reduce damage caused by these hard times.”

Since 2016, Pulsar AI specializes in creating artificial intelligence based natural language processing technology. After seeing success in various countries and verticals and creating an international award-winning state-of-the-art conversation automation technology, Pulsar expanded to the US.

Nowadays, Pulsar operates in the US and its main product is automated communication software for car dealerships. Pulsar AI enables dealers to automate their customer interactions, sales leads and follow-ups by a data-driven AI automation. It saves time, vastly improves the response rate, and eliminates the need for business development managers and sales representatives to perform lead qualification, appointment scheduling and data enrichment work. The system embeds into existing CRMs, analytics tools, and inventory management



systems, supporting employee workflow and as a result increases sales, customer satisfaction and the overall ROI.



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