

Application: 4247

## Impel AI Technology Excellence

### Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### Name of Organization/Company

Impel

### Additional Contacts

I do not wish to list additional contacts

### Page: Entry Information

### Entry Title

Impel AI Technology Excellence

### Category

T04. Technology Breakthrough of the Year - Transportation Technology

### Technology Breakthrough of the Year Submission Format

Written Answers

#### **a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required**

Impel offers automotive and specialty vehicle retailers, manufacturers, and online marketplaces the industry's most advanced AI-powered customer lifecycle platform. Our end-to-end omnichannel solution leverages proprietary consumer behavioral data and generative conversational AI technology to deliver hyper-personalized experiences at every touchpoint. Unlike generalized, open-source Large Language Models (LLMs), Impel's verticalized AI platform was designed specifically for vehicle retailing. Powered by state-of-the-art generative AI technology paired with a mix of proprietary models and foundational LLMs trained on more than 100 million consumer interactions, Impel delivers the industry's most powerful conversational experience. The company's full lifecycle communication platform provides vehicle retailers with a unified solution for delivering more engaging experiences while at the same time increasing customer lifetime value and profitability. To date, the company has delivered more than 19 billion shopper interactions, influencing more than \$6 billion in Sales and Service revenue across 51 countries. Over the last three years, Impel has consistently grown revenue by 50-80%, exceeded the SaaS rule of 40 (currently at 59%), and evidences an LTV:CAC of 10.3x. Our team has grown from 74 in 2019 to over 250 strong as of April 2024!

#### **b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required**

Impel's AI software helps car dealers and manufacturers bring the showroom experience directly to a consumer's computer or mobile phone, without having to visit the dealership. Our proprietary Computer Vision AI engine and algorithms enable customers explore every aspect of a vehicle from any website (including the ability to virtually sit in the driver's seat), and automatically optimizes and enhances imagery and video using AI capabilities such as de-noising, resizing, quality optimization, virtual background creation and customization, and more. Our generative conversational AI is exclusively designed for vehicle retailing. It answers questions about the specific vehicle features of every unit in a dealer inventory, seamlessly handles trade-in or financing inquiries, and automatically schedules appointments or facilitates live phone calls. On the vehicle ownership side, Impel AI automatically handles all customer outreach based on sales and service history, reminds customers at exactly the right time about the right service or maintenance milestones, and helps them to schedule appointments when their vehicle is due for service. Impel's AI responds to questions in a way that is so human-like, customers feel like they're talking to a real person.

#### **c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required**

Buying and servicing a vehicle is, for the most part, a terrible experience for consumers. That's why Impel developed a technology platform that helps vehicle retailers (and manufacturers) change all of that with artificial intelligence (AI). In essence, we bring the best of the showroom experience and all key dealer services directly to the consumer anytime, anywhere.

Impel AI helps shoppers find the perfect vehicle by enabling them to virtually sit in the driver's seat of any vehicle on a dealer's lot. Then, through chat, email, or SMS text, prospective buyers can get answers to even the most complex inquiries about features, pricing, or dealer services instantly, at any time of day or night. Impel AI works seamlessly with dealership staff to schedule appointments, follow-up with customers, coordinate phone calls, and even facilitate vehicle trade-ins, working seamlessly with other team members at the dealership to deliver white glove service to every customer.

During vehicle ownership, Impel AI automatically identifies servicing needs and reaches out to customers to answer questions and schedule service appointments. Using predictive analytics, vehicle build data, and sales/service history, Impel AI reaches out to every customer when it's time to remind them of service needs, maintenance requirements, state inspections, vehicle recalls and more.

Impel AI accomplishes all of this while providing the most personalized, human-like, nuanced and empathic conversations in the industry - so much so, that many dealers share examples of customers asking for the AI by name when making an appointment or visiting the dealership.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

**Webpage Link**

<https://impel.ai/> (<https://impel.ai/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://news.crunchbase.com/ai-robotics/impel-funding-car-buying/> (<https://news.crunchbase.com/ai-robotics/impel-funding-car-buying/>)

**Would you like to add an additional webpage link?**

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**Webpage Link 3**

<https://impel.ai/newsroom/silversmith-leads-104-million-investment-in-software-startup-impel-external/> (<https://impel.ai/newsroom/silversmith-leads-104-million-investment-in-software-startup-impel-external/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 4**

<https://youtu.be/jW-mlF0ZYB0?si=9ECub10wjgJY4TBa> (<https://youtu.be/jW-mlF0ZYB0?si=9ECub10wjgJY4TBa>)

**Would you like to add an additional webpage link?**

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**Web Page Link 5**

<https://impel.ai/resources/direct-from-the-dealer-straight-talk-about-the-efficiency-of-impels-ai-powered-solutions/> (<https://impel.ai/resources/direct-from-the-dealer-straight-talk-about-the-efficiency-of-impels-ai-powered-solutions/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 6**

<https://impel.ai/resources/direct-from-the-dealer-series-straight-talk-about-the-effectiveness-of-service-ai/> (<https://impel.ai/resources/direct-from-the-dealer-series-straight-talk-about-the-effectiveness-of-service-ai/>)

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<https://impel.ai/resources/impel-nada/> (<https://impel.ai/resources/impel-nada/>)

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<https://impel.ai/resources/direct-from-the-dealer-straight-talk-about-the-effectiveness-of-sales-ai/> (<https://impel.ai/resources/direct-from-the-dealer-straight-talk-about-the-effectiveness-of-sales-ai/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 9**

<https://www.cbtnews.com/maximizing-performance-with-automotive-ai/> (<https://www.cbtnews.com/maximizing-performance-with-automotive-ai/>)

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File (<https://stevies-tech.secure-platform.com/file/66481/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjQ4MSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Chat%20AI%20Case%20Study%20for%20Impel%20org%204-2024%20FINAL.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-tech.secure-platform.com/file/66482/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjQ4MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Sales%20AI%20-%20Passport%20Auto%20Group%2012-2023%20FINAL.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (<https://stevies-tech.secure-platform.com/file/66483/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjQ4M4wiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm94mq-QUGb8CqqrU-9hqBSvY?Executive%20Sales%20AI%20Case%20Study%20-%20C%20Harper%2011-2023%20FINAL.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

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Yes

**Supporting Document 5**

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**Would you like to add an additional supporting document?**

Yes

**Supporting Document 6**

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**Would you like to add an additional supporting document?**

No

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**Terms and Conditions**

I Agree