

Impel - Company of the Year - AI

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 would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Impel - Company of the Year - AI

Category

E01. Company of the Year - Artificial Intelligence

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

Impel offers automotive dealers, OEMs, and automotive third-party marketplaces the industry's most advanced AI Operating System. The company's end-to-end omnichannel solution leverages proprietary consumer behavioral data and generative conversational AI technology to deliver hyper-personalized sales, marketing, and service experiences at every touchpoint of the customer lifecycle. 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 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 increasing customer lifetime value and profitability.

To date, the company has delivered over 27 billion shopper interactions, influencing more than \$7 billion in sales and service revenue across 51 countries. Over the last four years, Impel has consistently grown revenue by 40-60%, exceeded the SaaS rule of 40 (currently at 59%), and currently evidences an LTV:CAC of 10.3x. In 2024, Impel acquired Outsell, an automotive marketing engagement platform, nearly doubling the company's headcount and revenue.

b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Impel's Agent Knowledge Bank is revolutionary in verticalized AI. It is a central data repository built on Retrieval Augmented Generation technology. With Agent Knowledge Bank, Impel AI can be trained and tailored to learn each dealership's specific services, policies, and offerings, ensuring consistent and accurate AI responses and actions. It is the ultimate form of AI customization, enabling auto retailers and OEMs to make the AI their own - while preserving Impel's best-in-class conversational capability and concierge-level experience. Because of Knowledge Bank, dealers quickly trained Impel AI to provide accurate answers about recent tariffs and related incentives.

Impel's Service AI 2.0 reinvents how dealerships market service offerings to customers. Service AI now integrates industry-leading conversational AI with data-driven automated lifecycle marketing to deliver personalized engagement at every service touchpoint based on each customer's vehicle make and model, driving habits, and service history. When customers engage, they're met with a humanlike AI agent who immediately answers their questions and offers helpful follow ups. The solution also now features a concierge service scheduling solution, which books appointments within AI-powered chat or email conversations, helping customers avoid notoriously lengthy online scheduling forms and long phone call hold times.

Impel launched Marketing AI, a marketing automation engine that unlocks the valuable customer data from CDPs which dealers historically have not been able to activate, and delivers hyper-personalized marketing content. It brings productivity and ROI to dealers' marketing programs by identifying website visitors, predicting buying intent and prioritizing focus on prospects with high buyer scores.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

Agent Knowledge Bank highlights:

Agent Knowledge Bank is unique to Impel. No other Automotive AI solution can be trained to specifically reflect the details unique to a dealership. Dealerships that activate Agent Knowledge Bank increase appointment set rates by 35% while decreasing the need for human intervention by 10%.

Customer feedback on the Agent consistently highlights a common theme: its performance surpasses that of humans.

"Once we updated our Agent Knowledge Bank with guidance on how to handle tariff-related questions, we were amazed at how well the system responded. The answers given by our AI system were better than any employee could have provided at the time!" - Jeremy Knowling, Digital Retailing Director, Rohrman Automotive Group

Service AI highlights:

Service AI 2.0 is truly groundbreaking. Every customer receives personalized engagement based on their VIN-specific service intervals, dealership history, and individual driving behavior. Service AI is the only industry solution that integrates intelligent lifecycle marketing with conversational AI to optimize the entire ownership journey.

On average, Impel AI already helps dealers complete an incremental 95 repair orders per dealer per month, representing a 27% lift in repair orders per month. With Service AI 2.0, including concierge service scheduling, has raised dealership repair order revenue by an additional 22% on average, while decreasing inbound phone calls by 18%.

Marketing AI highlights:

On average, dealers using Marketing AI see a 35% increase in return sales, 41% more service repair orders, and a 36% higher gross profit in sales and service.

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

Agent Knowledge Bank Statistics - More detail on the statistics are listed in the product one pager

Service AI - Concierge Service Scheduling Pilot Dealer Data - hard data on increase in performance for dealers who piloted new concierge service scheduling feature

Marketing AI Testimonial: Pohanka of Salisbury

Village Toyota Service AI Customer Feedback: Dealership ranking and profit increase from Service AI

Fox News Interview: Impel CEO discusses how dealers leverage Agent Knowledge Bank to address spike in tariff related sales inquiries

Agent Knowledge Bank Video - overview of how the agent works

Ricart Buick GMC Service AI Video Testimonial - Reaching record service revenue goals, winning customers back

Concierge Service Scheduling: Video and Customer quote (scroll down)

AutoRemarketing: Industry publication article on concierge vehicle scheduling

Webpage Link

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

[REDACTED]

Would you like to add an additional webpage link?

Yes

Web Page Link 6

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Would you like to add an additional supporting document?

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