### ENGINEERING **INFOGRAPHICS**



# Augmented Dealer. Anywhere, anytime.

We enhance the **sales experience** by enabling a customer journey **anywhere**, anytime. We empower dealerships to support customers 24/7, from choosing the ideal vehicle to maintaining it.

The role of the dealer in the digital age is increasingly "augmented" by technologies like XR, GenAI, and integrated CRMs. These technologies are revolutionizing the customer journey, making it more seamless, innovative, personalized, and accessible – **anywhere, anytime.** 

# AI and XR in the Sales and Aftersales Customer Journey

### **Smart Listing Assistant**

- Intelligent image selection and correction
- Automatic content generation and multichannel upload

## **GenAl Selling Assistant**

- Smart and personalized conversations
- Lead generation and appointment booking

### **XR** Assistant

- Immersive virtual stores
- Vehicle digitalization
- Boundless showroom experiences

### After-Sales Assistant

- Proactive and reactive appointment management
- Natural, multichannel interaction
- Integrated technical knowledge base

# Our Toolbox





**GenAl Selling** Assistant: always-on digital consultant

# Our Approach

We support leading Italian dealership groups, facilitating seamless integration with car manufacturers. We operate specialized automotive competence centers. We deliver end-to-end mobility solutions and assist clients in designing innovative business models.





1600 + 100 +MARKET

DOMAIN

YEARS OF EXPERIENCE IN THE AUTOMOTIVE SECTOR



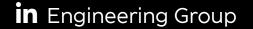
After-Sales Assistant: 24/7 smart, proactive customer care

SPECIALISTS

EXPERTS FOCUSED ON KEY

PROCESSES





@LifeAtEngineering

