Project Overview

• Real-time analyzed data dashboard
• Real-time generated analysis-explaining virtual avatar video
• Downloadable data analysis report and video
System Architecture
Main User Dashboard
Analysis Pop-Up Screen

Main Points:
- Improving overall customer experience at the dealership. This can be achieved by providing exceptional customer service, ensuring prompt and efficient handling of inquiries and concerns.
- Analysis the reason behind the lower retention rate and identify any patterns or areas of improvement.
Analysis Report View

Title: Analysis Report: Improving Dealer Retention Rates and Strategies for Success

Introduction:
This analysis report aims to provide feedback and suggestions to a car dealer concerning their retention rates. The dealer in question currently has a dealer retention rate of 30.91%, which puts them below the average retention rate for other dealers in the area (22.09%). Additionally, their monthly retention rate is 8.82% higher than the average. This report will discuss potential strategies and measures that can be implemented to improve the dealer’s retention rates, ultimately aiming for higher customer satisfaction and loyalty.

Findings:
Identify the Root Causes:
To effectively address the low dealer retention rate, it is essential to identify the underlying reasons behind the issue. Possible contributing factors may include inadequate after-sales service, lack of personalized customer interactions, limited communication channels, or ineffective customer relationship management.

Enhance After-Sales Service:
One of the critical elements driving customer retention is excellent after-sales service. The dealer should
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What’s left to do?

• Additional analysis components
  ▪ Currently only dealer retention rates are considered
• GPT calibration
  ▪ To generate diverse and reasonable responses
• Backend Optimization
  ▪ Combine generative APIs into one call
• Frontend polishing
  ▪ Additional animations in data view and pop-ups
  ▪ Analysis report view formatting
Questions?