WEB SPIDERS GROUP
AI IN MOTION

AI FOR AUTOMOTIVE
powered by SpiderX AI

Sell more cars. Book more test drives. Keep every customer for life.

Meet Axel, the AI sales agent for automakers and dealers. One agent across Phone, WhatsApp and Email that never misses a lead and never forgets a customer.

Phone AI

Answers every call and calls back every lead, like your best consultant. Replies in about 750ms.

- Inbound and after-hours calls
- Test drive and quote follow-ups
- Service reminders

WhatsApp AI

Brochures, on-road prices, finance options and bookings, all inside the chat.

- Model and variant advice
- Test drive and workshop slots
- Delivery updates

Email AI

Personal replies, quotes and documents for every buyer, within minutes.

- Web and portal leads
- Quotes and paperwork
- Renewal reminders

One shared memory Every call, chat and email lands in one customer profile linked to your CRM, so Axel picks up where the customer left off, all year round.

2X
test drive bookings

95%
lead engagement

30%
faster deal closures

Hear Axel handle a real dealership call

Scan the code or visit **spiderx.ai/axel** to hear Phone AI book a test drive.

Results as reported by SpiderX AI. Actual results depend on lead volumes, channels and dealer processes.

THE OPPORTUNITY

Most car sales are lost in the follow-up, not on the showroom floor.

Buyers enquire at 10pm, compare three brands, ask for on-road prices on WhatsApp and go quiet after a quote. Consultants can't call back every lead, chase every quote or remember every service date. Axel can.

1. **Enquiry** — Instant answers on models, variants, prices
2. **Test drive** — Booked in chat or on a call
3. **Quote** — Finance options and offers sent
4. **Delivery** — Updates and documents
5. **Service** — Reminders and workshop slots
6. **Renewal** — Insurance and warranty nudges
7. **Upgrade** — The right offer at the right time

Without Axel

- After-hours enquiries wait until morning, or go to a competitor
- Follow-ups depend on how busy each consultant is
- Customers repeat themselves on every channel
- Service and renewal revenue slips away after delivery

With Axel

- Every enquiry answered in seconds, 24/7, in the buyer's language
- Persistent follow-ups until the buyer decides
- One memory across Phone, WhatsApp and Email
- A 365-day relationship from enquiry to upgrade

WHAT WE DEPLOY

Customer Service Chatbot

Answers service questions, books workshop appointments, sends reminders and collects feedback. Hands over to a person with the full conversation.

Persistent Follow-Up Agent

Timed follow-ups after a brochure download, a missed test drive, a quote or a delivery. Hot leads are flagged to your consultants in real time.

AI-first OEM & Dealer Portals

Websites built around AI. Buyers ask in plain language or by voice and get the right model, price and dealer instantly. Your team updates content by prompt.

Sales & Service Analytics

Track enquiries, test drives, bookings and retention by model, channel and dealer, so you know what is working and where to scale.

THREE CORE CHANNELS

Phone. WhatsApp. Email. One memory.

Car buyers switch channels all the time. Axel follows them everywhere and never forgets what was said.

Phone AI

Answers and calls customers like your best consultant, in about 750ms.

- Inbound enquiries and after-hours calls
- Outbound test drive and quote follow-ups
- Service reminders and booking confirmations
- Multilingual, with live handoff to your team

WhatsApp AI

Brochures, on-road prices, test drives and service slots, all in chat.

- Model comparisons and variant advice
- Finance and EMI options
- Test drive and workshop booking
- Delivery updates and documents

Email AI

Personal replies, quotes and documents for every buyer.

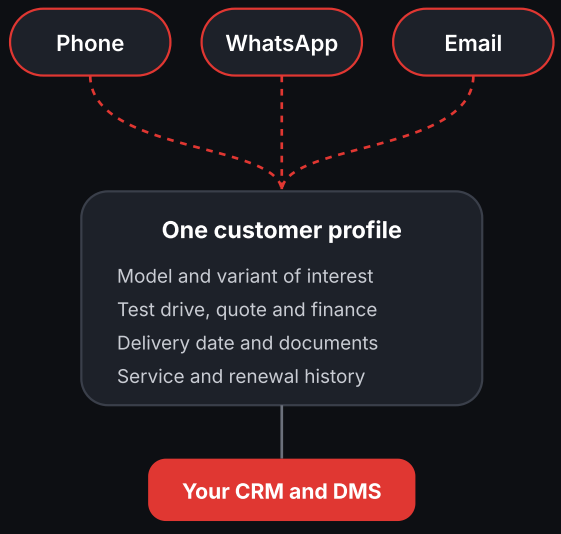
- Same-minute replies to web and portal leads
- Quotes, offers and finance paperwork
- Renewal and warranty reminders
- Fleet and corporate enquiries

SHARED MEMORY

A customer calls on Monday, WhatsApps on Wednesday and emails on Friday.

Every call, chat and email is saved to one customer profile linked to your CRM. Whichever channel they use next, Axel already knows their model, test drive, quote, delivery date and service history, and continues from there.

Monday	Calls about the top variant. Axel books a Saturday test drive.
Wednesday	Asks on WhatsApp for the on-road price. Axel sends it with EMI options.
Friday	Emails about exchange value. Axel replies and flags a hot lead to the consultant.



Persistent follow-ups

Every enquiry stays warm until the buyer decides. No lead is left to chance.

Hot leads first

Ready-to-buy customers go to the right consultant in real time, with full context.

365-day relationship

From enquiry to delivery, service, renewal and upgrade, on each customer's preferred channel.

GETTING STARTED

Live in four steps, dealer by dealer.

01

Connect DMS & CRM

Link dealer systems, sync stock and slots, map lead routing.

02

Train on your range

Models and variants, prices and offers, finance and service plans.

03

Go live everywhere

Website, WhatsApp, phone and dealer portals, with handoff to your consultants.

04

Measure & scale

Track test drives, bookings and retention. Roll out across the network.

WORKS WITH YOUR STACK

- Dealer Management Systems
- Salesforce
- Dynamics 365
- HubSpot
- Finance & insurance platforms
- Test drive & service scheduling
- WhatsApp Business
- SMS & email
- SSO: SAML, OAuth, Azure AD
- Claude, OpenAI, Gemini

BUILT FOR EVERY PART OF AUTO

- Car OEMs & brand websites
- Dealer networks
- Service workshops
- Pre-owned cars
- Two-wheelers & EVs
- Auto finance & insurance

- Multilingual chat and voice
- Enterprise security, DPDP ready

TRUSTED IN AUTOMOTIVE

“A young, creative team, dedicated and result minded.”

CIO, Mitsubishi Motors Europe

Web Spiders built and supports Mitsubishi Motors’ Drupal application platform and identity management, including a smooth migration from the legacy platform.

25+
years of expertise

500+
web projects delivered

200+
global clients served

85%
returning clients

See what Axel can do for your dealerships.

Book a call and we’ll show Axel working on your models, your channels and your customer journey.

webspiders.com/automotive · webspiders.com/contact

Book a meeting

Hear Axel live