

Dealer Engagement in the Age of Intelligence. AutosBuzz. Sitges, Spain.



Aditya Panikker

Director
Enterprise Business



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Vend

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Marktplaats

CAZOO



ebay
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Autotrader

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SUZUKI



TOYOTA



SKODA

STELLANTIS



OPEL



CITROËN

Kaisa is a trusted partner to some of the most influential marketplaces and OEMs in the world, a number of which are shown here.



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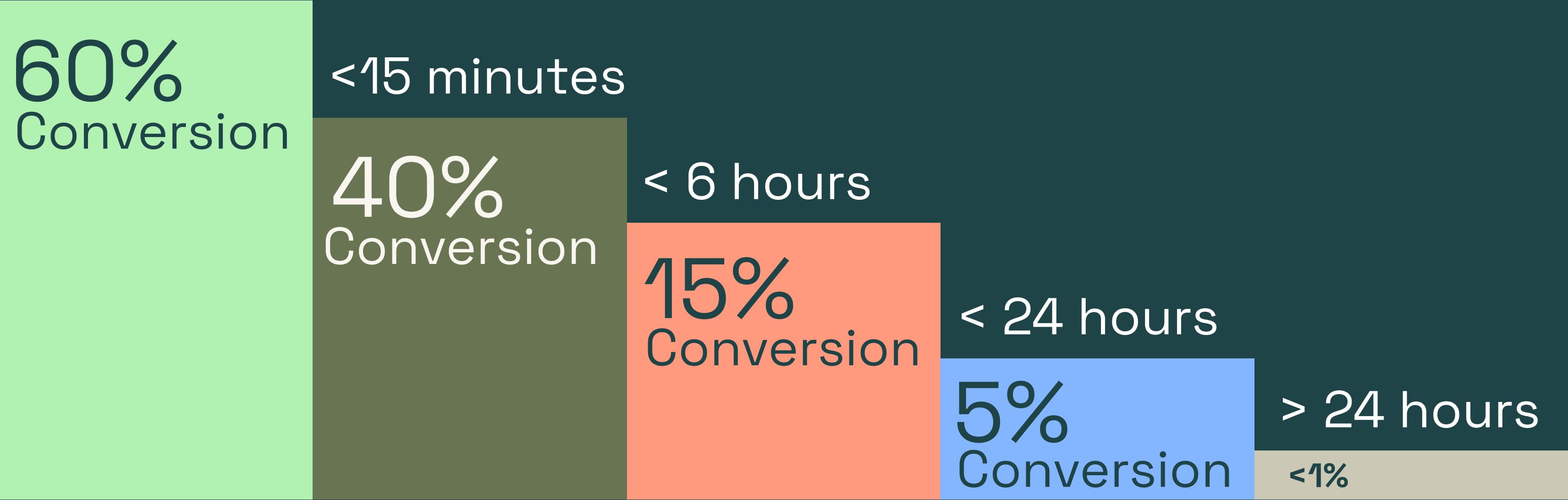
100K

Dealers in EU

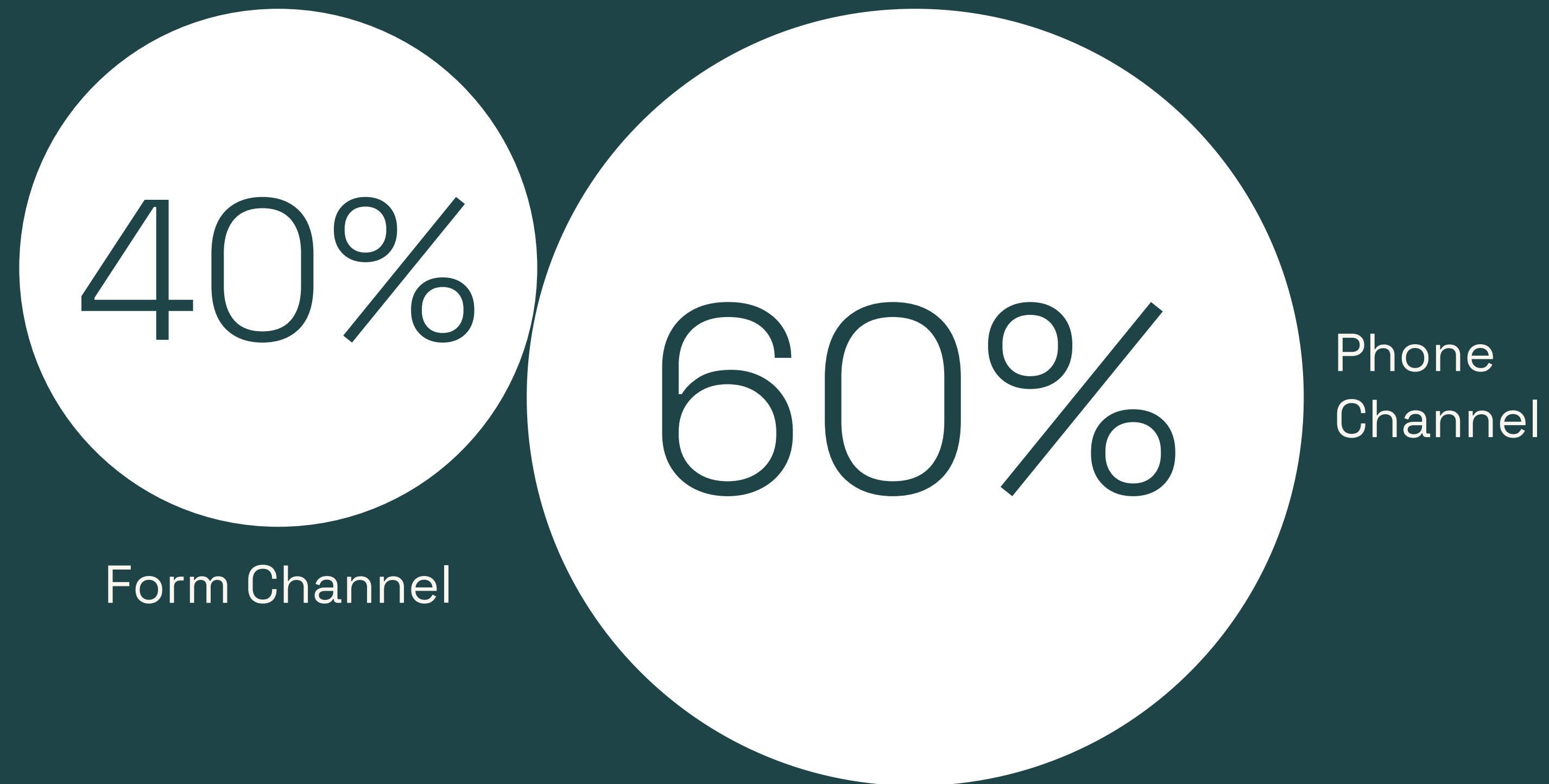
The data of over 100,000 EU dealers flows through Kaisa's platform, giving us a uniquely broad vantage point on how leads behave across the European market.



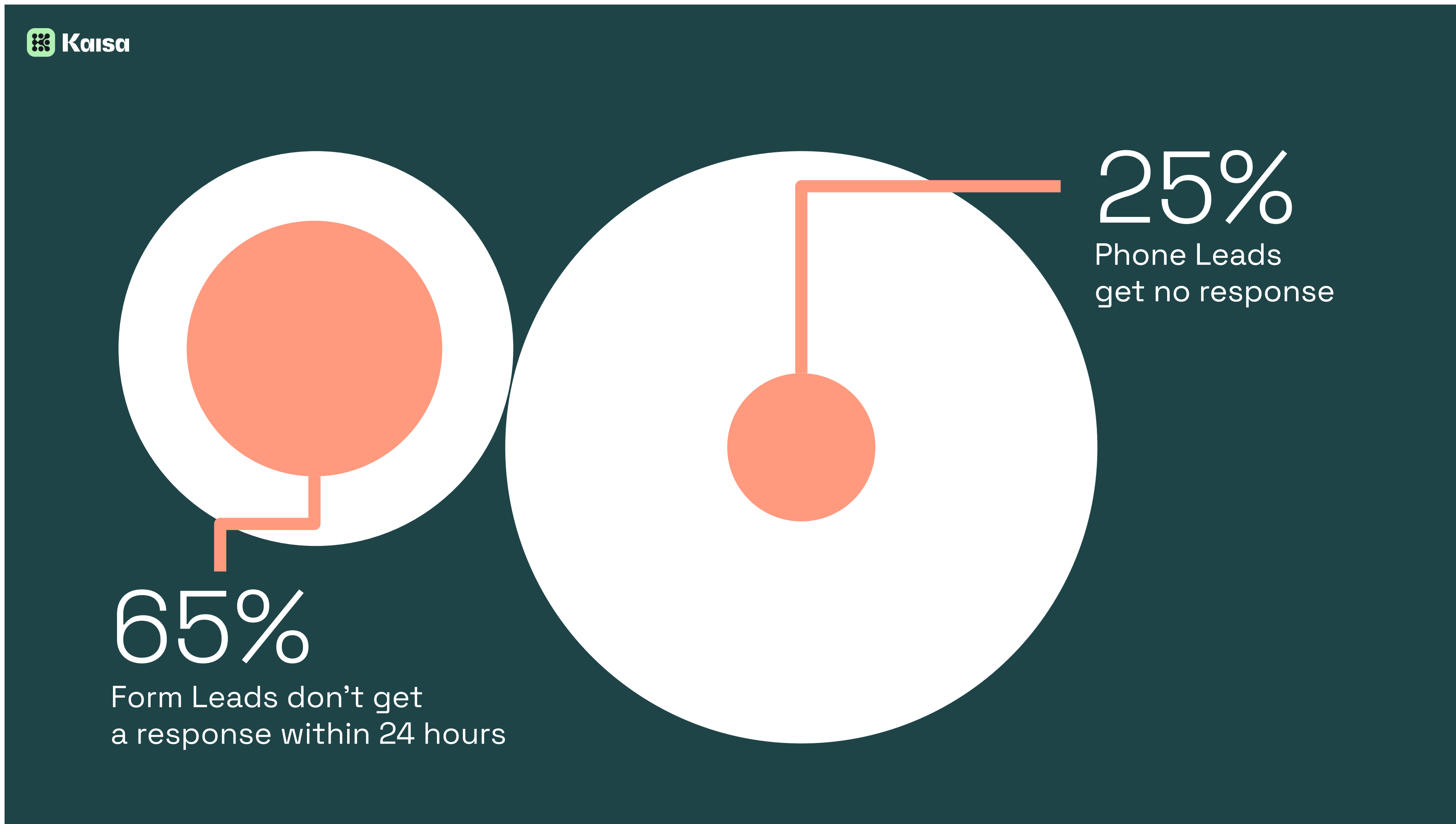
<1 Minute



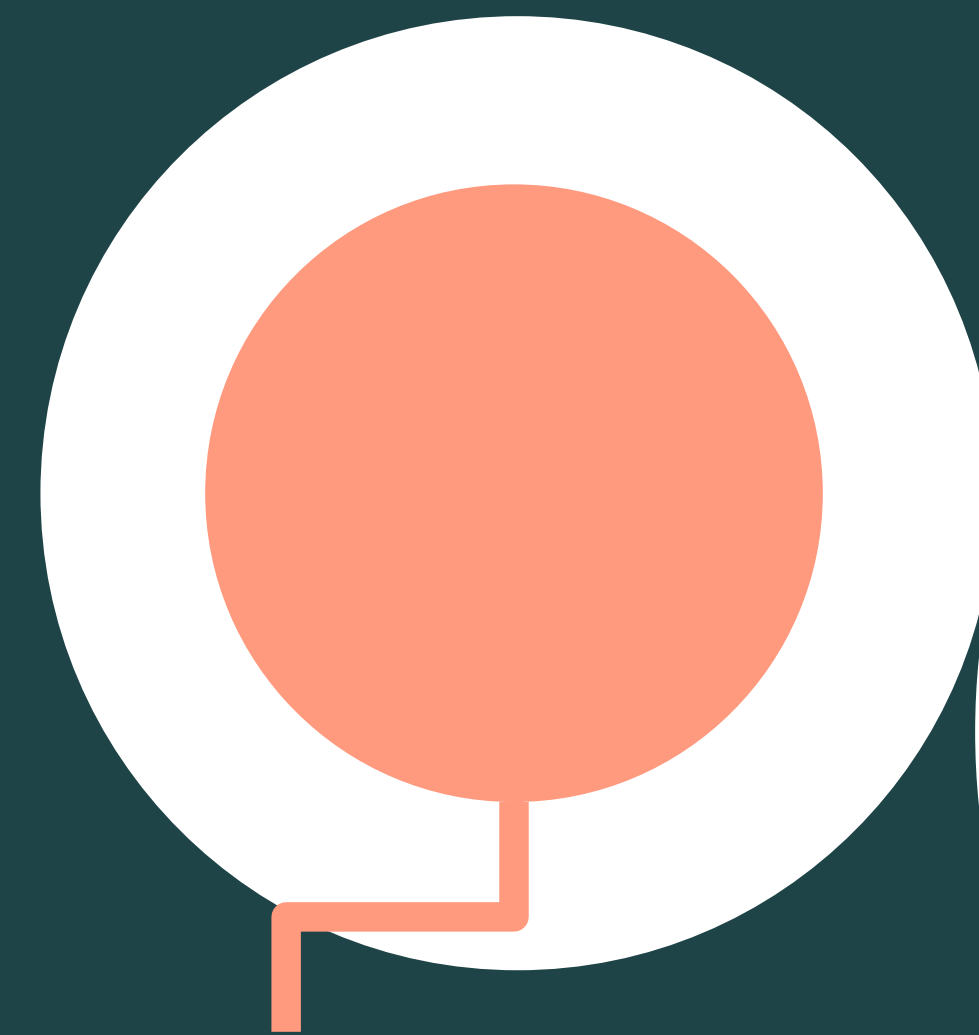
Lead value decays by the minute, and a follow-up made hours later is worth only a fraction of an immediate one. In fact, 75% of buyers purchase from the first dealer that responds, so it is not simply about being the best dealer, it's also about being first. Speed is the single biggest lever on conversion, and most marketplaces we work with have already communicated this to their dealers.



Across the market, roughly 40% of all leads arrive through the form channel and the remaining 60% through the phone channel. Unless a marketplace also offers WhatsApp as a lead channel, this is the split seen almost everywhere.

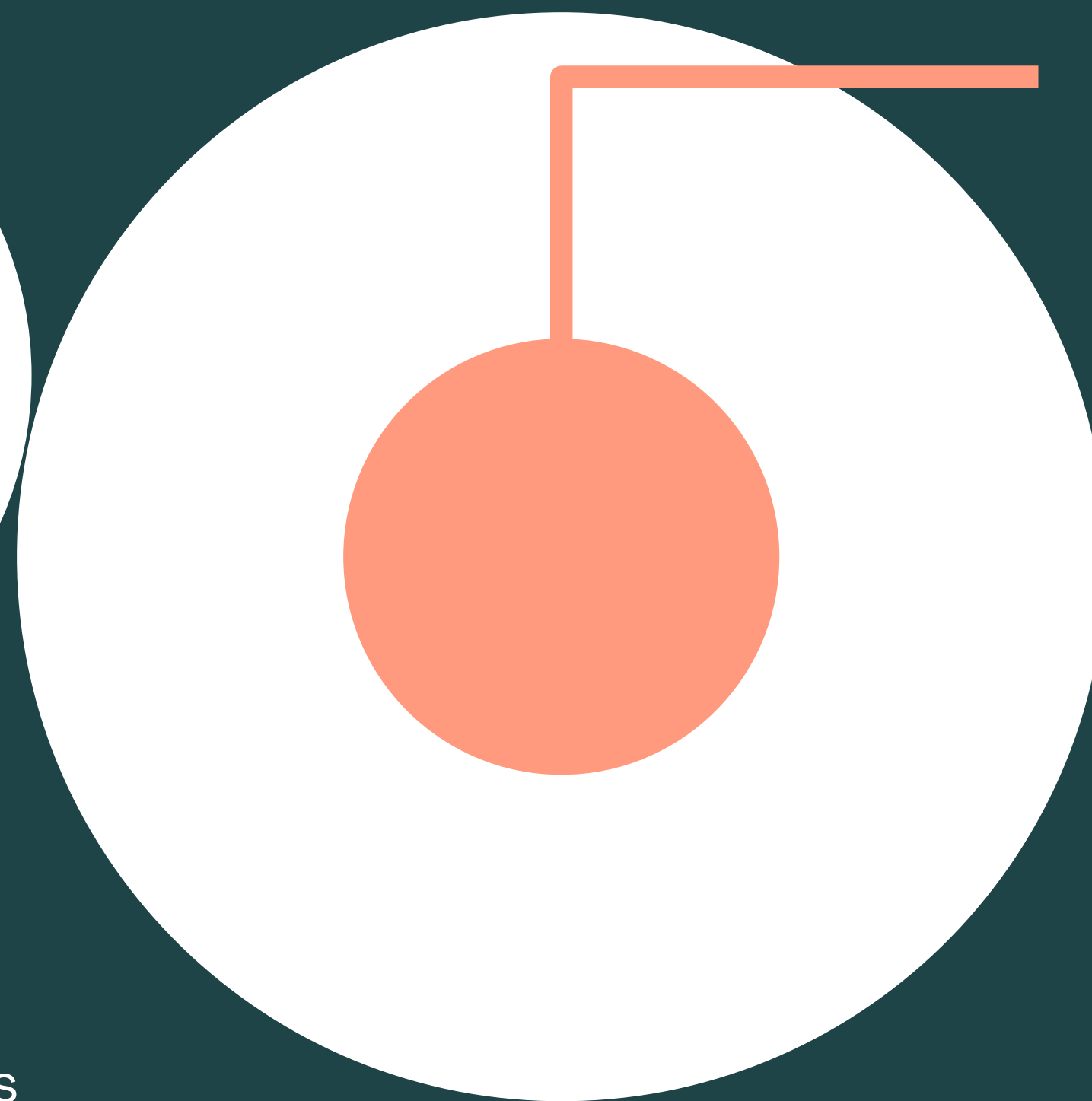


Even though dealers understand the importance of responding quickly, around 65% of form leads still go without a response within 24 hours, and roughly 25% of phone leads (and more in some markets) are missed entirely.



65%

Form Leads don't get
a response within 24 hours



42%

Phone Leads
get no response

AI CALL ANALYTICS

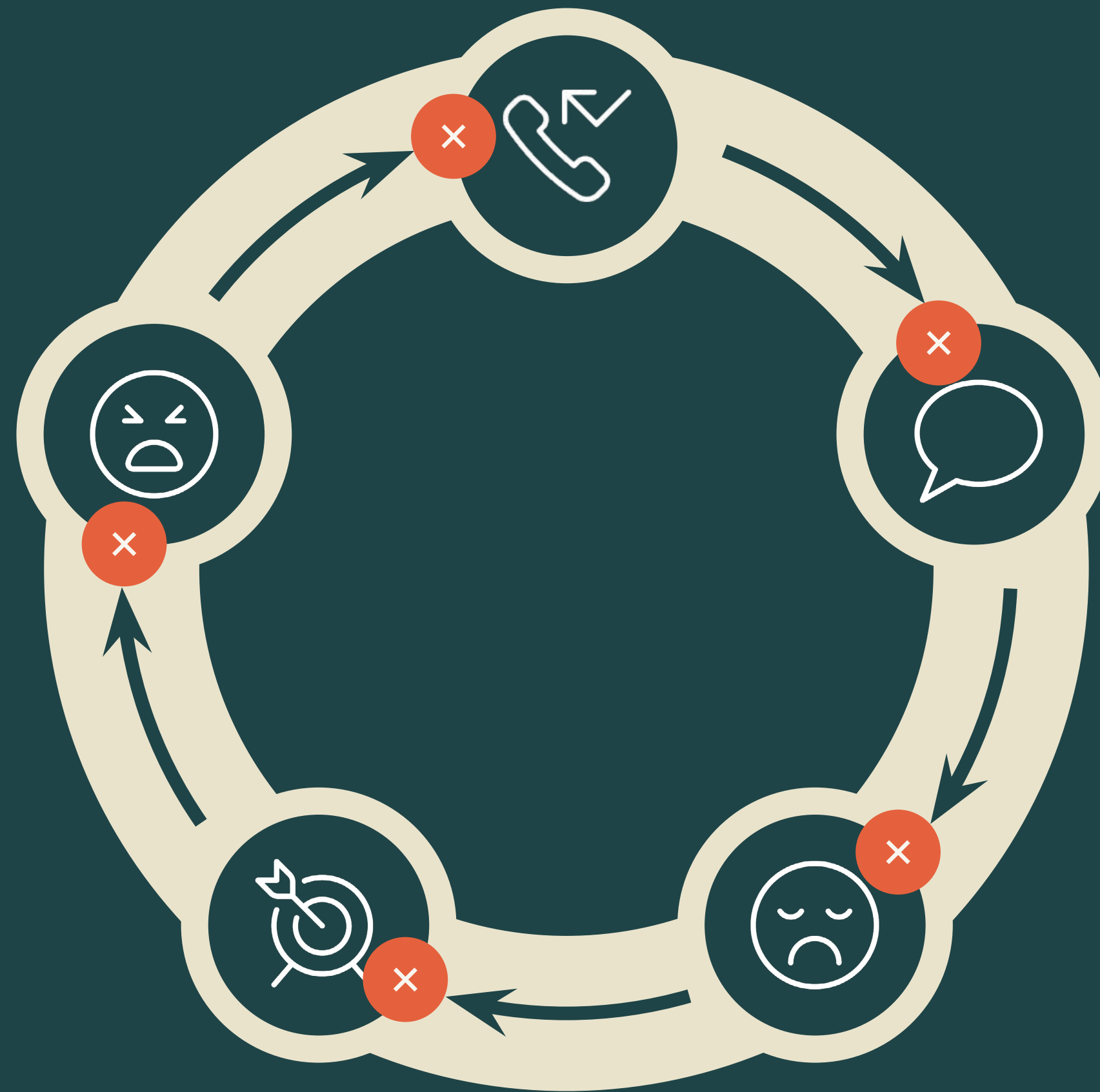
New insight on phone lead responses
- After analyzing over a million phone calls, Kaisa found that almost 42% of phone leads receive no response at all. Earlier analysis only counted calls that were obviously missed, but most dealers now use IVRs, and a large share of buyers who enter one never reach a dealer. This insight was uncovered using our AI call analytics tool.



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When a phone call or form lead goes unanswered, frustrated buyers begin contacting every listing they can find, often with no real intention to purchase. This produces a cycle of poor-quality, low-intent leads that frustrate dealers further. It is a vicious circle, but one that can be solved.



 Kaisa

Price Sensitive

Brand Focused

High Intent



2023 Sonora Q5s

Electric

20,950€

16/01



2025 Sonora Q5

Electric

22,950€

17/01



2026 Sonora Q5s

Electric

22,500€

22/01

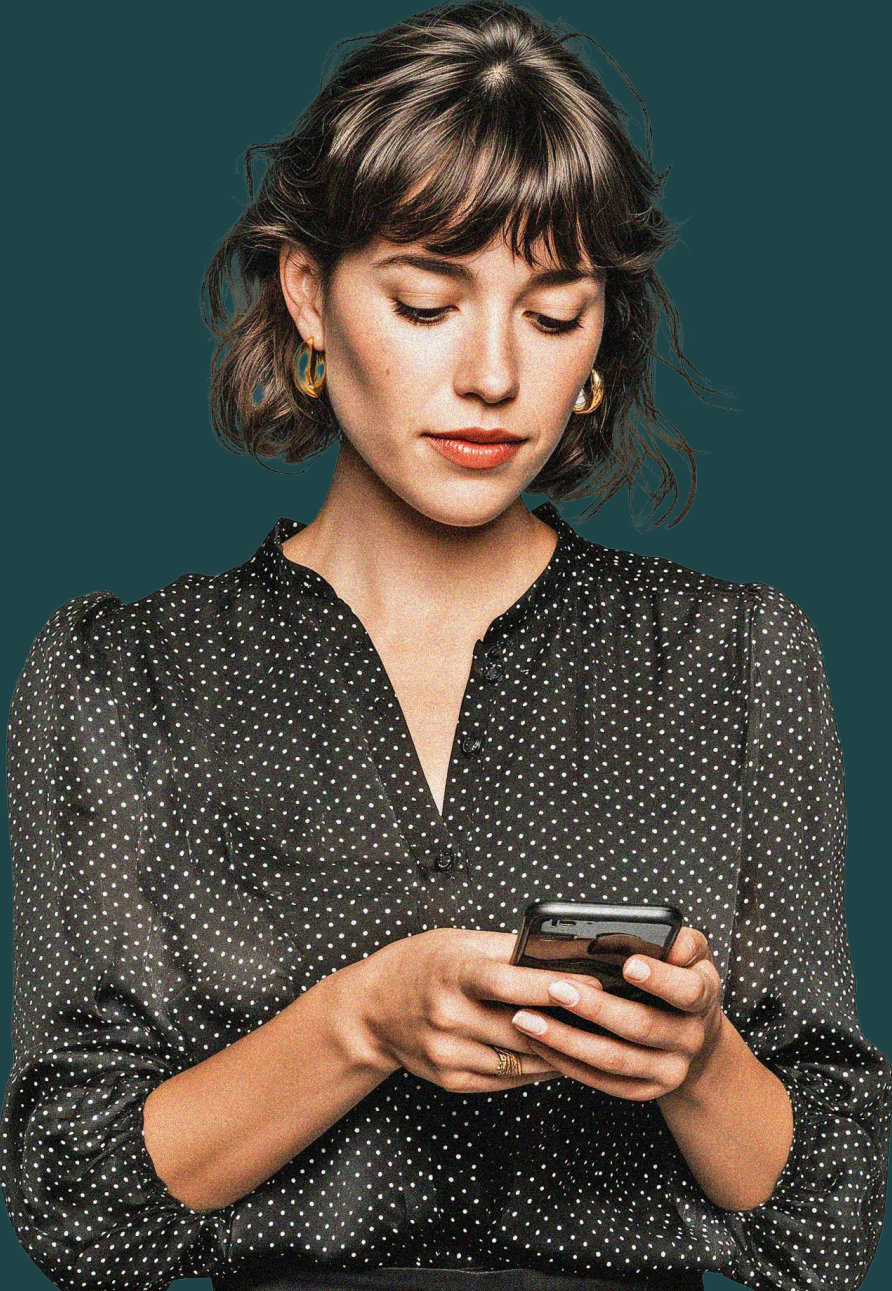


2021 Sonora Q5

Electric

18,995€

22/01



The first step is to understand each individual buyer's purchase intent, which can be read from how the buyer interacts with the platform. In this example, the buyer has reached out to multiple listings and is clearly high-intent, looking for a specific brand within a defined price range, which is a strong signal of genuine purchase intent.



High-Intent Lead

Sonora Q5

AF

AutoFinder 5 minutes ago

to me

2021 Sonora Q5

18,995€

EV Focused Buyer

Finance Approved

Click here to Contact Lead

59%

Open rate <1h

The marketplaces Kaisa works with share this intent information with their dealers through contextual email notifications, or by sending it directly into the dealer’s lead management system. Because dealers can now gauge purchase intent at a glance, they are far more likely to act on the lead. These contextual notifications saw a 59% open rate within the first hour, which substantially improves the odds of conversion.



To recap, marketplaces can set their dealers up for success by reducing the volume of unanswered leads and helping dealers prioritise. There are four key steps: capture leads across every channel; understand purchase intent from the way a buyer interacts with the platform; engage the dealer with contextual notifications; and ultimately set the dealer up for success.



Until last year, marketplaces contributed mainly by helping dealers prioritise their leads more effectively. Now they can go further, moving from a helpful intermediary to a genuinely trusted partner to the dealer. And that is precisely why Kaisa decided to build the AI Voice Agent solution.



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Conversational AI has evolved in a major way over the last year; it's incredibly smooth and more "human-like" than ever, and we know it will only get better with time. However, we believe that without the right context and data, an "AI Voice Agent" is simply a glorified voicemail. We understand that not every marketplace will want to use a pre-built solution like ours, so in the following slides we've laid out a high-level view of what a marketplace must consider when building one in-house.



Voice Layer.

Leading AI Voice Technology

Personalise The Agent

Intelligence Layer.

Contextual Awareness

Language Detection

Call Routing

Real-time Data Analytics

Prompt Management



Phone Lead Tracking. Collect data at ad-listing level / user-level

For any marketplace building its own AI voice agent, Kaisa recommends a three-layer setup. First, a solid phone-lead tracking system forms the data layer; at minimum it must capture data at the ad-listing level, so the marketplace knows exactly which listing a buyer is calling about. Second, an intelligence layer handles contextual awareness, language detection, call routing, real-time analytics, and prompt management. Language detection matters enormously across the EU's many markets, while routing and prompts make the agent feel native and competent. Third comes the voice layer. This is where most people spend their evaluation time, but without the layers beneath it, even the best voice is little more than a nice-sounding voicemail. To be genuinely useful, the agent must be able to answer basic questions about the vehicle, which it can only do if it knows what the buyer is calling about. Marketplaces should also avoid committing to a single voice model, as the technology is evolving quickly enough that swapping models should be straightforward. With this setup, the agent can answer questions about a listing, including availability and suitability, and collect key details such as purchase intent, test drive interest, financing needs, and trade-in preference.



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Inbox

14

Starred

Snoozed

Sent

Drafts

More

Labels

+

Categories

Team

News

Work

Personal

AI Agent Recovered a High-Intent lead for you

Inbox x

AutoFinder <leads@autofinder.com>
to me ▾

June 25,



AutoFinder Agent Qualified a Lead for 2021 Sonora Q5

49kWh
18,995€

First Time Caller

Trade-In Request

Name: Andrea Foroni

AI Agent Summary:

Interested in a test drive, looking to purchase next week.
Wishes to trade a Volvo V40 with 35,000 kms mileage.
Interested in Financing options.

Contact Lead

Once the AI agent qualifies a lead, the marketplace can send the dealer an email notification with a simple summary of the call and clear qualification tags. Turning a missed lead into a qualified one represents a major shift in the relationship between dealer and marketplace.



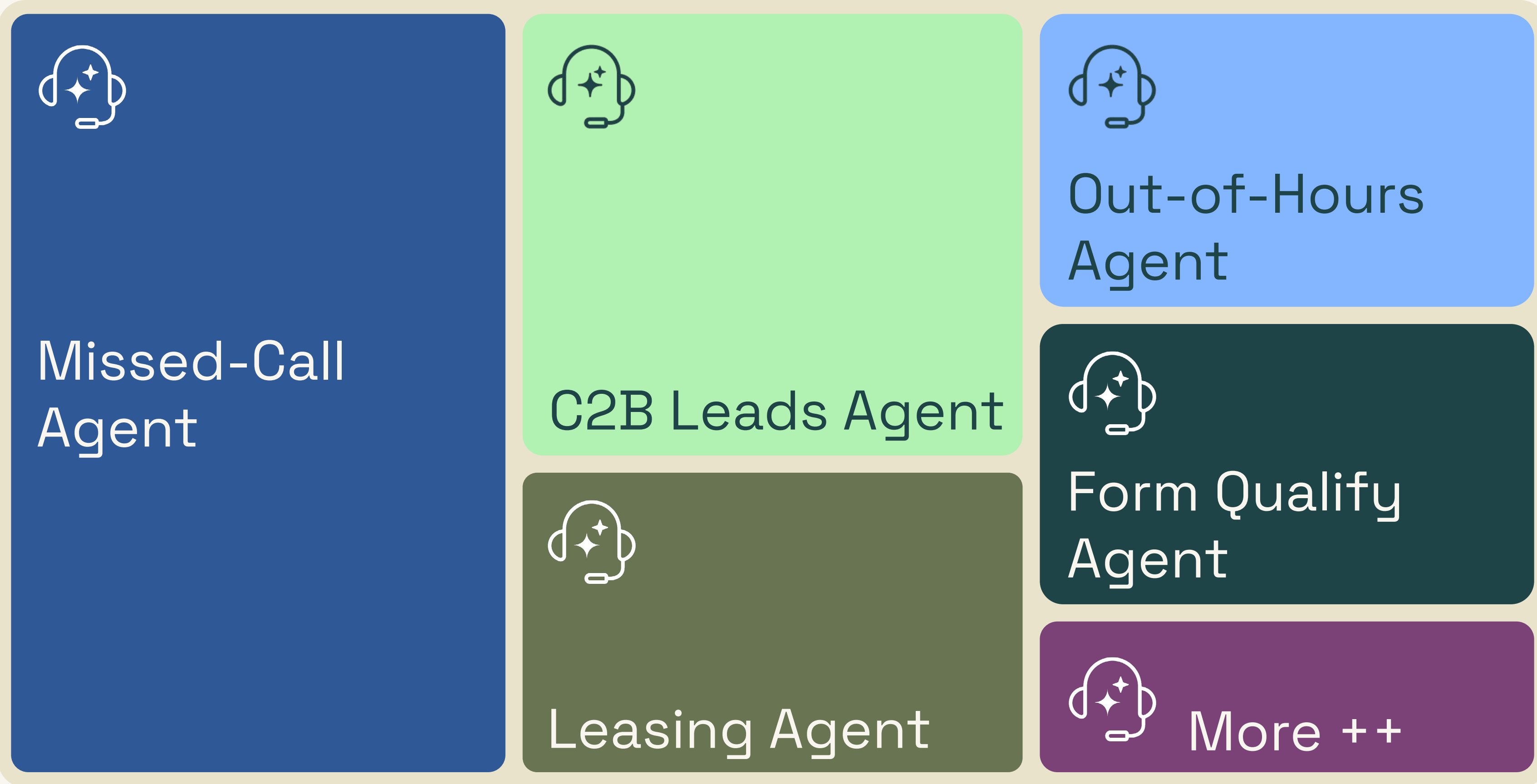
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We observed, from our market tests in Spain and Germany that roughly 64% of phone leads answered by the AI agent were "qualified". In other words, the buyer took the time to answer every qualification question and chose to share their contact details with the agent. Converting what would have been a missed lead into a valuable, qualified lead, that's the whole point.



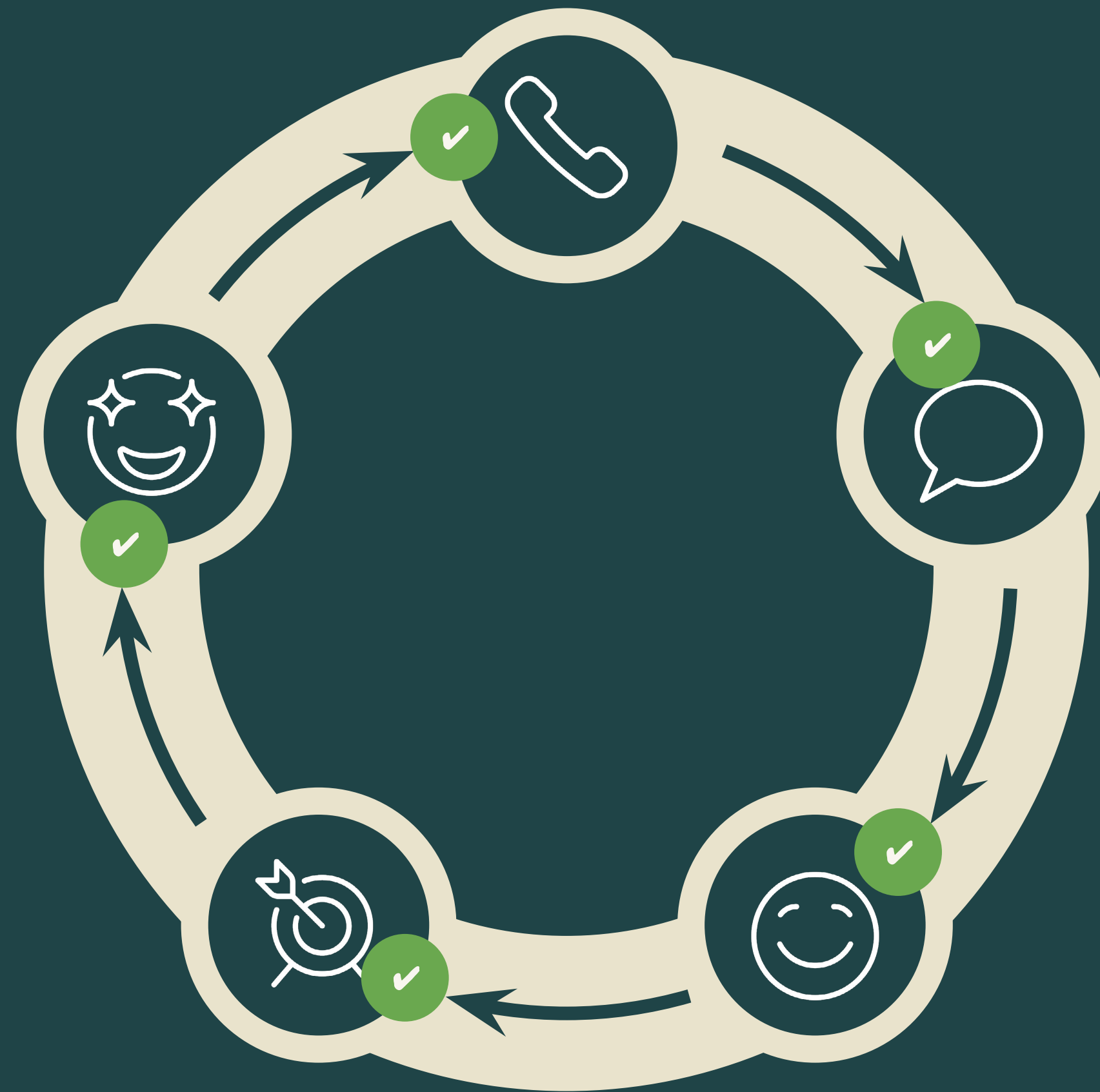
Using the same underlying setup, marketplaces can build several different types of agent. The Missed-Call and Out-of-Hours agents are the ones most marketplaces are building today.



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Every problem raised at the outset, including no response, poor handling, lost intent, unhappy buyers, and weak feedback, can now be addressed. The AI agent can make a real difference in breaking the vicious circle described earlier.



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Kaisa : Integrated

AI Agent

For marketplaces concerned about building and maintaining such a solution in-house, Kaisa is pleased to announce our Integrated AI Agent. Let's talk!

Become better partners to your dalers with Kaisa.

Visit kaisa.io

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Uppsala, Sweden
Dragarbrunnsgatan 78D,
SE-753 32, Uppsala

London
Albert House, 256—260 Old St,
London EC1V 9DD

Paris
18 rue de Londres,
75009, Paris

kaisa.io