

One Sales Engine, Every Opportunity Covered

BETTER SALES ENGINE

AI POWERED. HUMAN BACKED.
AUTOMOTIVE EXPERTS. DECADES OF EXPERIENCE.

Better Sales BDC

Drive More Appointments with Better Sales BDC

Better Sales BDC combines experienced sales specialists with technology-driven workflows to connect with and manage leads until the customer engages. The team handles timely outreach, qualification, and follow-up, ensuring conversations are professional, and effective.

Better First Response

Instant. On-brand. Compliant.

Better First Response provides immediate, 24/7/365, email response to every new lead. The consistent communications stop the clock, confirm interest and set the stage for meaningful engagement. *Included in Better AI for Sales and Better Sales BDC.*

Better Campaigns

Reach Target Audiences, Drive Engagement and Generate Results

Better Campaigns helps dealerships activate dealer provided customer lists through the right mix of human outreach and AI-driven engagement.

BDC Insights

Align Performance with Expectations

BDC Insights provides an unbiased view, tracking performance across multiple channels, consolidating activity and outcomes into a single view.

Better AI for Sales

Close More Deals with Better AI for Sales

Better AI for Sales engages sales leads with natural, high-quality, and on-brand conversations. With human oversight, it boosts contact rates, deepens engagement, and moves customers forward effectively.

Better AI for Chat

Thoughtful, High Quality AI Engagement for Chat

Better AI for Chat helps capture and engage shoppers in the moment, creating meaningful conversations that move customers toward the next step.

Caller Insights

Turn Every Call Into Training

Structured insights, trend reporting, and built-in coaching recommendations, Caller Insights helps identify gaps, reinforce best practices, and continuously improve performance.

Service to Sales

Turn Every Service Visit into a Sales Opportunity

Powered by Brooke and real agents, combining automation, targeted outreach, and real-time engagement to boost your dealership's bottom line.

BUILT TO CONVERT. DESIGNED TO SCALE.

LET'S TALK!

sales@bettercarpeople.com
(855) 448.4219



Bring More Customers & More Profit to Your Service Lane

BETTER SERVICE ENGINE

AI POWERED. HUMAN BACKED.
AUTOMOTIVE EXPERTS. DECADES OF EXPERIENCE.

Better Service BDC

Boost Service Performance with Better Service BDC

Combining Better AI for Service, powered by Brooke, and a team of automotive specialists, captures more service demand while maintaining a high-quality customer experience. We book, reschedule and modify appointments directly in your system.

Better Campaigns

Reach Target Audiences, Drive Engagement and Generate Results

Better Campaigns helps dealerships activate dealer-provided customer lists through the right mix of human outreach and AI-driven engagement.

Better AI for Service

Every Call with Better AI for Service

Better AI for Service, powered by Brooke, is an AI solution for handling inbound service calls. It engages customers naturally, answers questions, identifies service needs, and schedules appointments based on real availability and dealer rules.

Better AI for Connected Car

From Service Alert to booked appointments

Better AI for Connected Car automatically engages customers when a connected vehicle alert indicates service is needed.

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