



Online Performance Optimization

**Eight MSX modules powering automotive digital retail success**

# Transforming online efficiency into loyalty drivers

## Get the benchmark retailer online presence

Digital transformation is setting a new standard for automotive retail, opening up exciting opportunities for growth and innovation. Today's customers enjoy seamless, 24/7 engagement, instant answers, and a journey that feels personal at every online touchpoint. Retailers can now create unified experiences across every online channel - websites, social, chat, and other online omnichannel touchpoints - ensuring every interaction is connected and consistent. With intelligent automation, teams are empowered to focus on high-value customer moments, while real-time data and streamlined processes help capture every lead and maximise campaign performance. By embracing these advancements, retailers are well-positioned to deliver exceptional service, boost loyalty, and drive measurable results in a rapidly evolving market.

The MSX Online Performance Optimization package is designed for this new era, delivering modular, AI-powered solutions that help retailers thrive in a world where performance is measured in clicks, conversions, and customer loyalty.

Efficient. Useful. Successful.



# MSX Solution Spotlight: Eight modules to success

Eight connected modules, each designed to plug into your existing stack, automate key workflows, and deliver measurable results.



## 1. Retailer Website

Launch a unified, brand-ready site that's easy to update and packed with tools to match vehicles to customer demand.

### (Incl. Sales Booster)

Accelerate conversions and maximize engagement, connecting vehicles to customer demand.



## 2. Vehicle Online Platforms

Promote your inventory everywhere with automated, multichannel listings.



## 3. Omnichannel & Personalized Landing Pages

Instantly deliver tailored offers to every prospect, on any channel.



## 4. Appointment Booking

Let customers book test drives and services 24/7, with zero hassle.



## 5. ChatAgent

Provide instant, always-on support and lead pre-qualification via chat and messaging.



## 6. AI Voice Agent

Answer customer calls and queries around the clock with an intelligent voice assistant.



## 7. Google Business Profile (GBP)

Boost your local search presence and drive more leads with optimized GBP.



## 8. Lead Conversion

Automate lead management and follow-up for higher conversion rates.

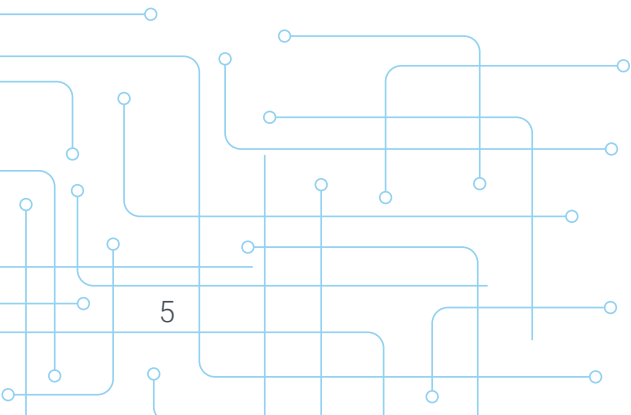




# 1. Retailer Website (Incl. Sales Booster)

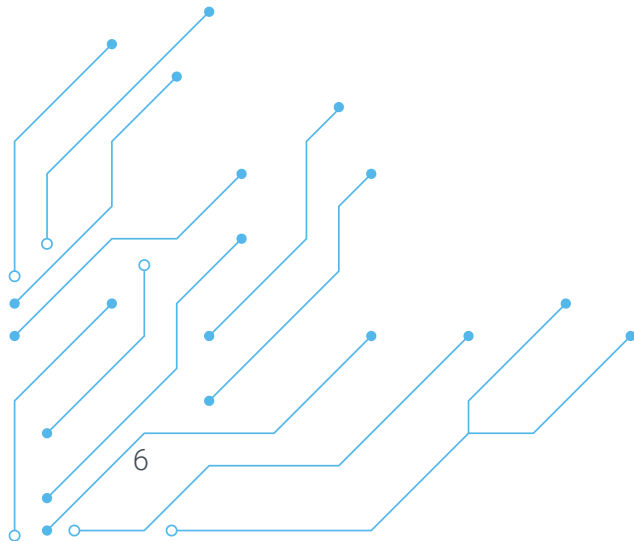
## What is it?

The Retailer Website module delivers a preconfigured website that's fully aligned with your corporate requirements and tailored to your local needs. It comes equipped with a suite of modern tools, including a powerful stock allocator, advanced customer-experience features, and seamless social-media integration (Meta – Facebook/Instagram) to support social selling. The integrated Sales Booster connects your used, stock, and pipeline vehicles directly with online customer demand, offering features like an integrated car configurator, finance and lease manager, social media connector, and booking calendar. Lead management and campaign updates are made simple and partly automated, ensuring your online presence is always up to date and engaging. The platform is designed for flexibility, offering customization within the framework and options for further enhancements as your business evolves. Hosting, maintenance, and security updates are all included, so you can focus on your customers with complete peace of mind.



## How does it work?

The website is technically integrated with optional modules such as vehicle exchanges, ChatBots, VoiceBots, and digital appointment scheduling, connecting directly with your DMS and scheduling tools. The Sales Booster leverages these integrations to match vehicles with customer preferences, automate campaign updates, and deliver personalized offers. This high level of connectivity ensures that all relevant customer touchpoints are integrated, generating more leads and improving accessibility. Updates - whether local or cooperative - are fast and simple, with centralized, one-touch management of content and seasonal campaigns. The implementation is GDPR-compliant, with maximum data security and support for new accessibility requirements, ensuring your digital presence is both professional and future-ready.



## What can it do for your business?

- » Present a unified, professional brand experience across all digital touchpoints
- » Ensure seamless connectivity and GDPR-compliant data handling
- » Centrally manage campaigns and content for rapid, coordinated updates
- » Effortlessly scale and customize your online presence as your business grows
- » Gain industry recognition with an award-winning digital solution
- » Boost sales conversion and customer engagement with integrated Sales Booster features
- » Deliver a cutting-edge website that meets omnichannel demands and high customer expectations



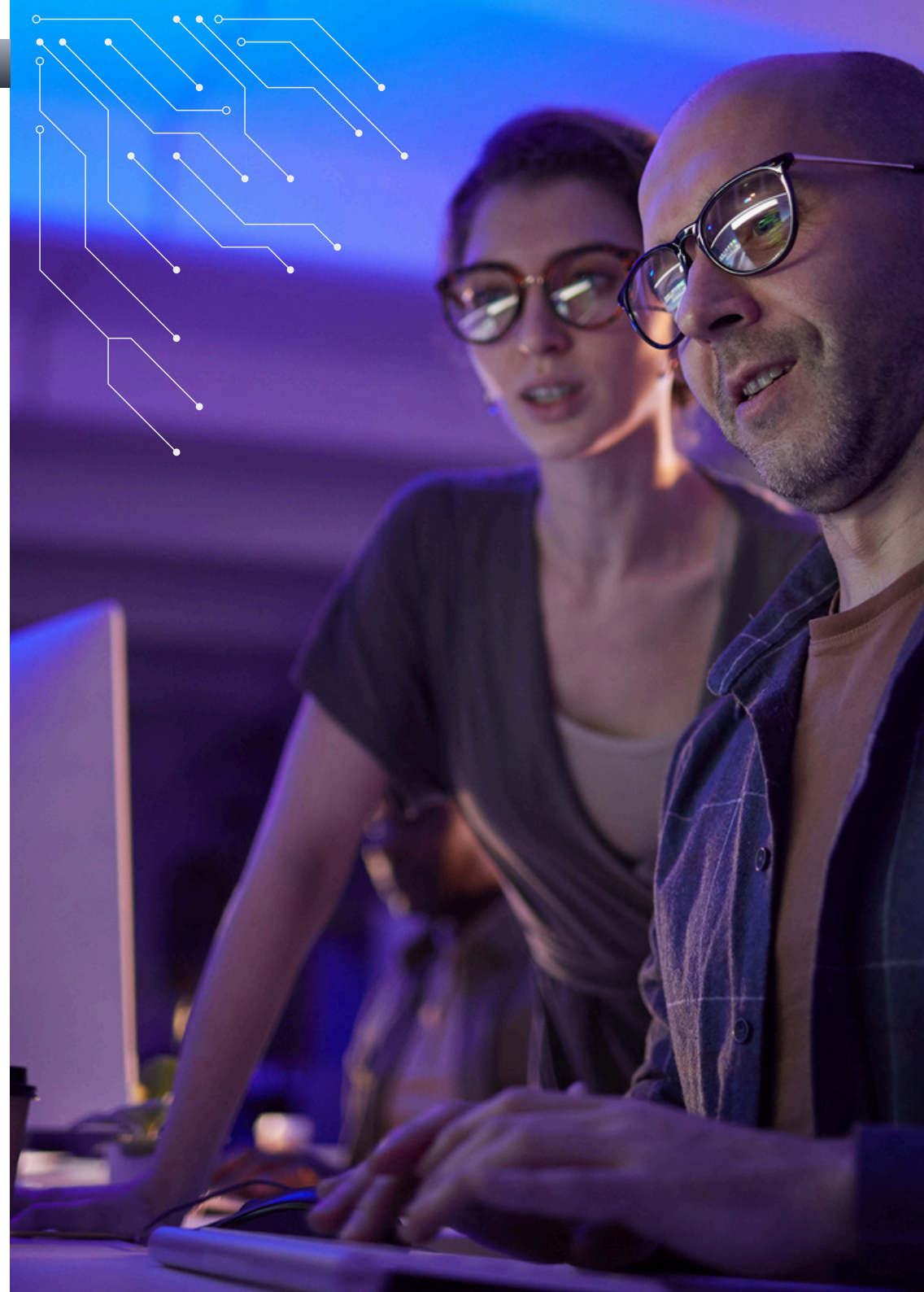
## 2. Vehicle Online Platforms

## What is it?

Vehicle Online Platforms empower retailers to showcase their inventory with professionalism and impact. This solution provides a ready-to-use vehicle exchange that elevates your brand presentation and ensures your vehicles are visible across multiple channels. With an intuitive back-end system, maintaining and updating your vehicle fleet becomes effortless, allowing your team to focus on what matters most - serving your customers.

## How does it work?

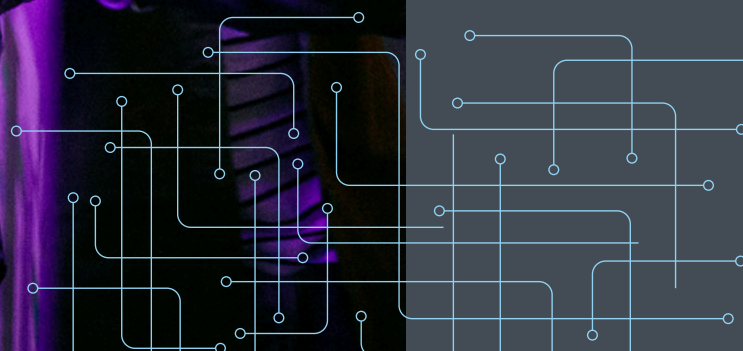
The platform seamlessly integrates with your existing website, enabling automated remarketing and multichannel sales. Each customer can receive a personalized landing page tailored to their search profile, ensuring that every interaction is relevant and targeted. This continuous, data-driven approach keeps your offers in front of the right audience at the right time.





## What can it do for your business?

- » Deliver a professional, consistent brand experience for your entire inventory
- » Enable more effective, “ready-to-use” vehicle exchanges that are instantly accessible
- » Seamlessly connect your vehicle listings to your website and other digital channels
- » Automatically create personalized landing pages based on customer interests and behavior
- » Offer customers a more convenient, proactive experience - anticipating their needs and preferences
- » Support both local and broader European reach, helping you act locally while expanding your digital footprint

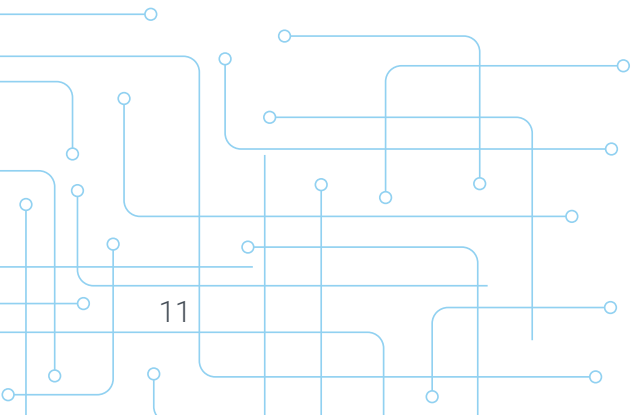


A woman with voluminous curly hair is shown in profile, looking towards the right. She is wearing a white, ribbed turtleneck sweater. The background is softly blurred, showing a man in a blue turtleneck sweater in profile, looking in the same direction. The lighting is warm and focused on the woman, creating a professional and thoughtful atmosphere.

### **3. Omnichannel & Personalized Landing Pages**

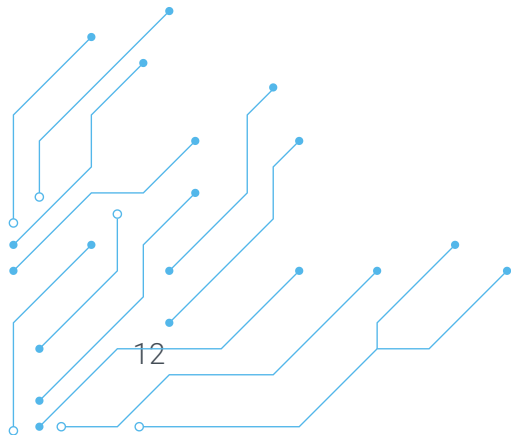
## What is it?

The Omnichannel & Personalized Landing Page module delivers a dynamic, tailored experience for every prospect. Today's customers expect a seamless journey across all channels - whether they're engaging via phone, chat, or email. Personalized Landing Pages (PLPs) are designed to meet and exceed these expectations, providing each customer with a unique, emotionally engaging page that communicates your message, brand heritage, and key facts more effectively than any other method. Every PLP is automatically created based on the customer's specific requests, ensuring relevance and resonance at every stage of their journey.



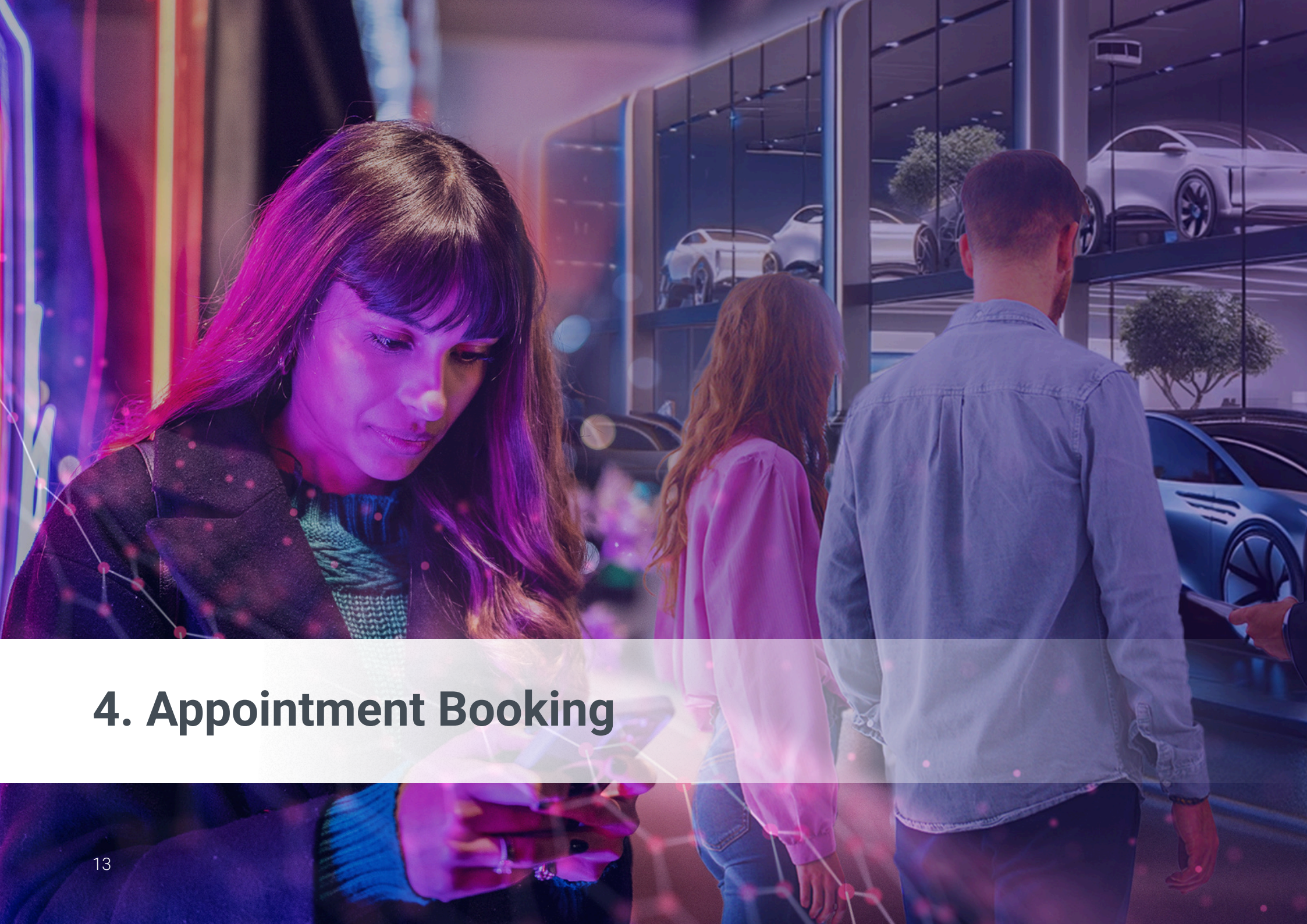
## How does it work?

Whenever a customer interacts with your business, the system generates a personalized landing page tailored to their needs and interests. These PLPs are delivered through the customer's preferred channel - be it WhatsApp, chat, or email - ensuring maximum convenience and engagement. The solution is fully integrated with your lead management process and retailer website, so every customer receives relevant content for their enquiry without any manual intervention. Customers feel empowered to steer the sales process, choosing when and how they wish to engage - whether via phone, chat, or email. MSX Omnichannel & PLP module enables this seamlessly across all online and offline touchpoints, driving significant uplift in sales conversion. Each customer is individually linked to your offer, enabling continuous, automated communication and interaction from initial enquiry through to sale and aftersales. This approach not only increases loyalty and conversion rates but also ensures your team can focus on building relationships, while the technology handles the rest.



## What can it do for your business?

- » Ensure relevance and personalization at every customer touchpoint
- » Maintain consistent, automated follow-ups that drive engagement
- » Increase loyalty and conversion rates through tailored experiences
- » Minimize manual effort with fully automated processes
- » Seamlessly connect landing pages to booking and CRM systems



## 4. Appointment Booking

## What is it?

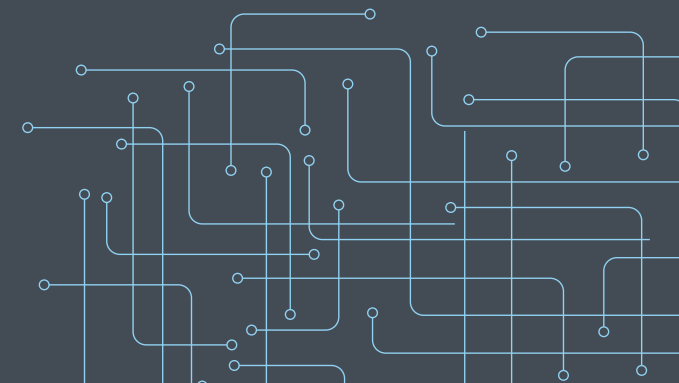
The Appointment Booking module brings effortless scheduling to your retail operations. Customers can book test drives, service appointments, or product consultations at any time, with appointments automatically created in your calendar system. This solution is designed for flexibility, supporting a wide range of appointment types and adapting to the needs of both your team and your customers.

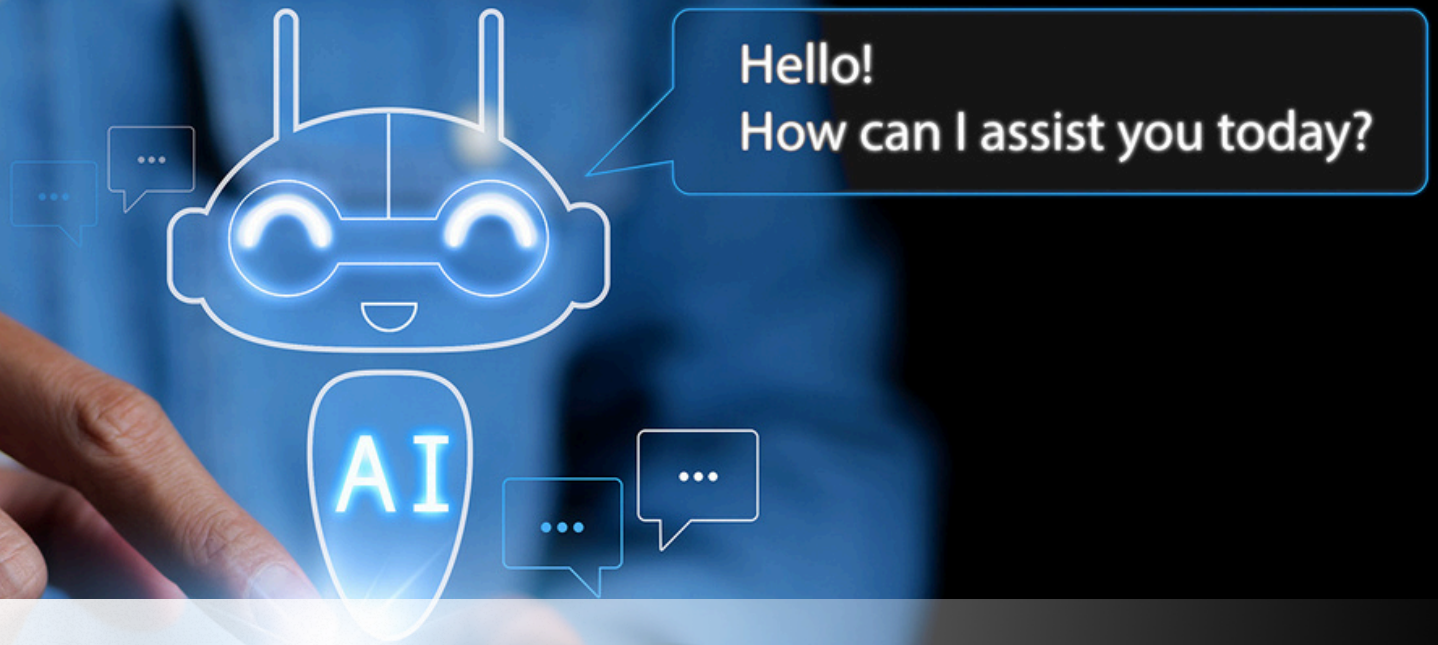
## How does it work?

Appointment requests are triggered directly from digital channels - whether a customer is interacting via ChatAgent or VoiceBot. The system instantly processes these requests and creates bookings in your calendar, eliminating the need for manual entry or follow-up. This intelligent automation significantly reduces the workload for your staff, allowing them to focus on delivering exceptional service. Customers benefit from fast, uncomplicated scheduling, enjoying a seamless experience that increases satisfaction and encourages repeat business.

## What can it do for your business?

- » Offer customers 24/7 booking convenience through digital channels
- » Speed up response times for all appointment requests
- » Boost customer satisfaction with fast, hassle-free scheduling
- » Reduce staff workload with intelligent, automated processes

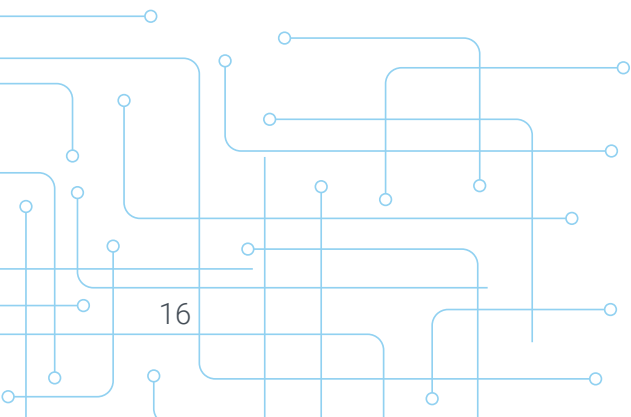
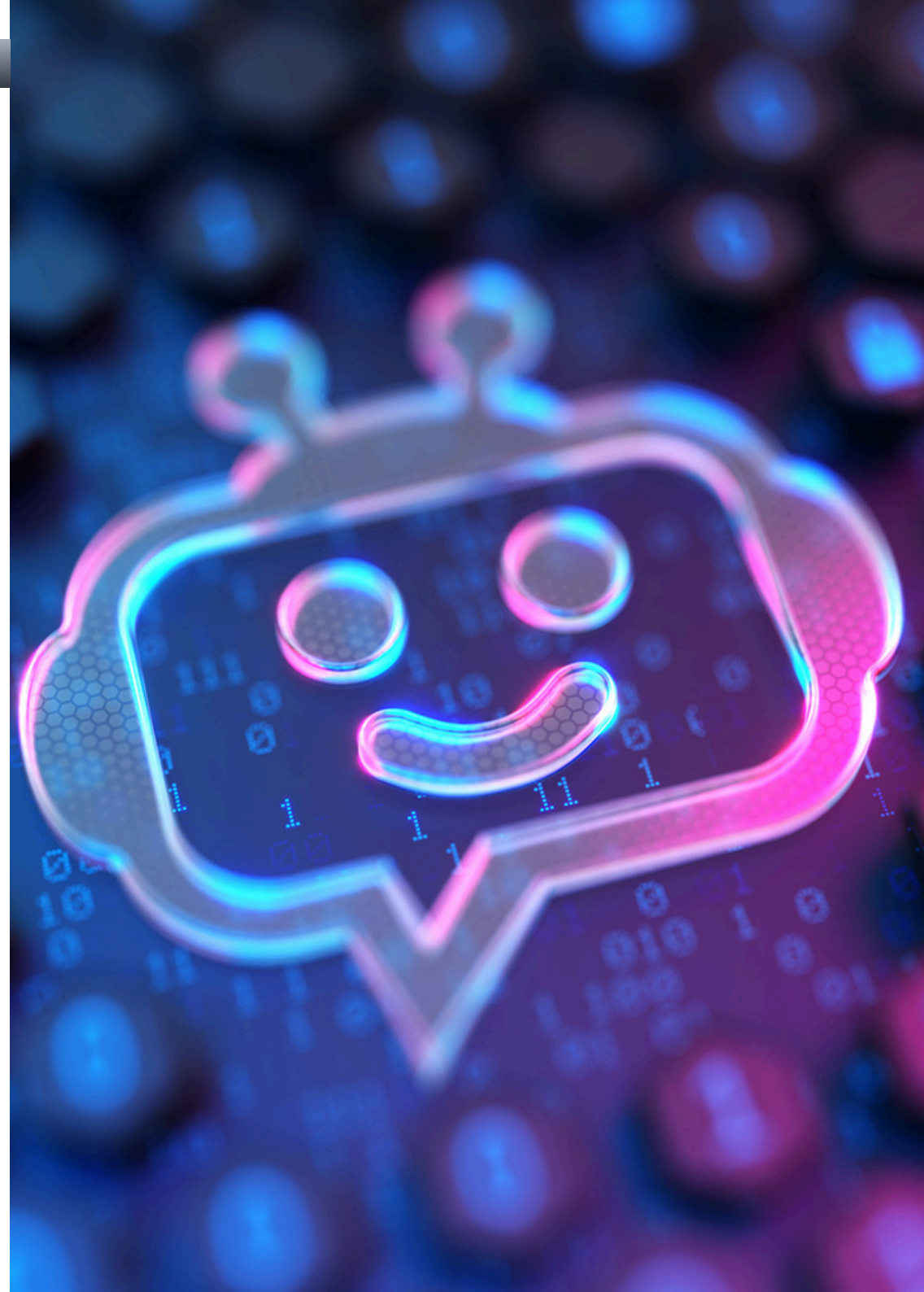




## 5. ChatAgent

## What is it?

The ChatAgent module empowers your business with intelligent, personalised customer support across every digital channel. It begins with a ChatBot, tailored to your specific retailer presence, designed with the flexibility to integrate seamlessly into your website or preferred communication platforms - creating a powerful and differentiating experience. Today's customers expect a smooth, uninterrupted journey as they move between phone, chat, and email. With ChatAgent, each interaction is enriched by dynamic Personalised Landing Pages (PLPs) that reflect your brand, message, and offers with clarity and emotion. These PLPs are automatically generated based on individual customer requests and delivered through their chosen channel.

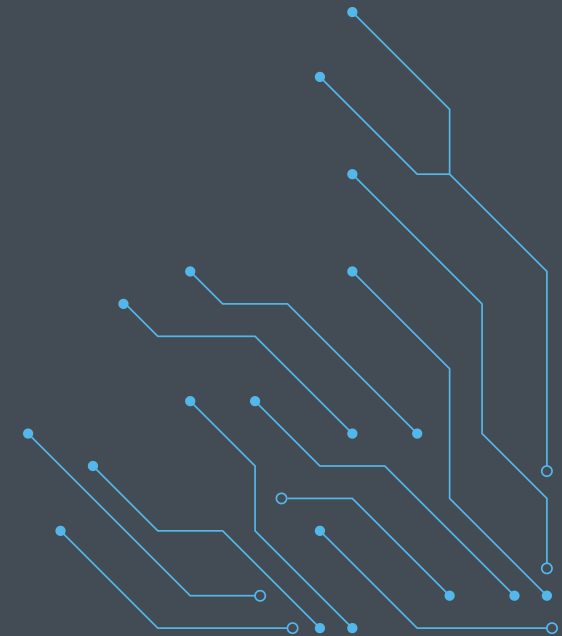


## How does it work?

Whenever a customer reaches out - day or night - the ChatAgent responds immediately, drawing on a modern knowledge base to answer questions, schedule appointments, and deliver relevant content. The system automatically pre-qualifies enquiries, ensuring that only the most promising leads are forwarded for follow-up. Digital appointment scheduling for test drives and services is fully integrated, making it easy for customers to take the next step. This intelligent automation relieves your staff, increases efficiency, and ensures every customer receives a convenient, engaging, and effective experience, driving higher loyalty and lead conversion through a truly omnichannel approach.

## What can it do for your business?

- » Provide immediate, 24/7 responses across all channels
- » Reduce wait times and streamline customer interactions
- » Boost conversion rates with intelligent pre-qualification
- » Relieve staff workload while enhancing the customer experience





## 6. AI Voice Agent

## What is it?

The AI Voice Agent module is an advanced, AI-powered VoiceBot solution that seamlessly integrates with your existing website and digital ecosystem. Acting as a single point of contact for your customers, it handles sales, service, and general enquiries with reliability and scalability. The solution is supported by a central back-end system, allowing you to manage and oversee all customer communications in one place. With GenAI-based answers and multi-case support, the AI Voice Agent delivers accurate, context-aware responses for a wide range of customer needs, whether informational, sales-related, or service-focused.

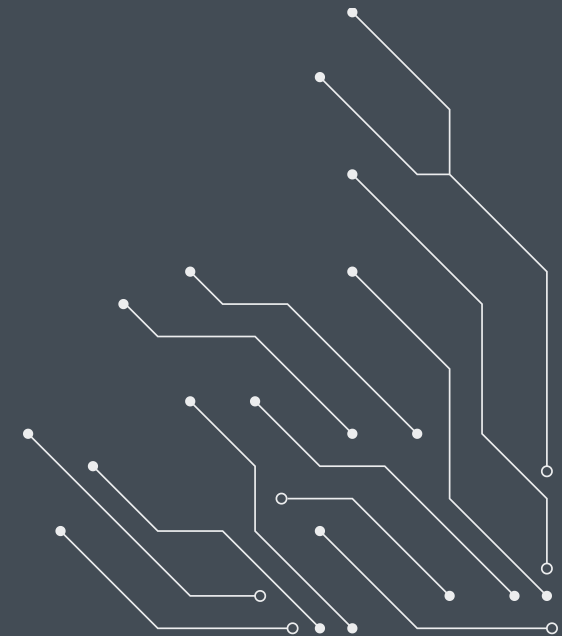


## How does it work?

Customers can reach out using their preferred channels, and the AI Voice Agent responds instantly - eliminating waiting times and ensuring continuous accessibility. The VoiceBot is available around the clock, answering questions, providing information, and scheduling appointments for test drives and services. By automating routine calls and enquiries, the system significantly reduces call volume and relieves your team, allowing staff to focus on in-person customer interactions and higher-value tasks. There's no need to increase staff during peak times, as the AI Voice Agent scales effortlessly to handle demand. This intelligent automation not only enhances service quality and customer satisfaction but also drives higher loyalty and lead conversion through a more convenient and effective communication channel.

## What can it do for your business?

- » Reduce call volume and eliminate wait times with instant responses
- » Let staff focus on in-store customers and high-value tasks
- » Enable digital appointment scheduling for sales and service
- » Boost loyalty with a convenient, always-accessible channel
- » Ensure consistent, high-quality customer interactions 24/7



An aerial night view of a city with a network overlay of location pins and connecting lines. The city lights are visible, and the network consists of white lines connecting several glowing location pin icons. The pins are scattered across the city, with some in the foreground and others in the background. The lines form a complex web connecting these points.

## 7. Google Business Profile (GBP)

## What is it?

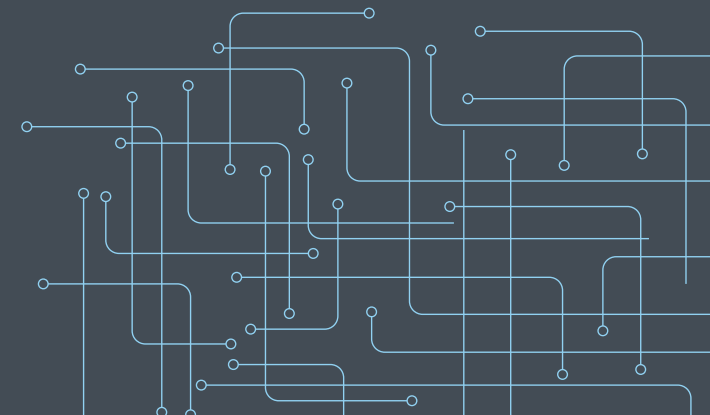
The Google Business Profile (GBP) module is a strategic solution that sets up and optimises your dealership's presence across all locations. It ensures a consistent, professional brand experience and boosts visibility in local search results and on Google Maps. By applying local SEO best practices and actively managing reviews and ratings, it helps build trust and credibility with potential customers.

## How does it work?

Smart calls-to-action - such as "Test Drive" or "Request an Offer" - are embedded directly into your GBP, guiding users to your website and lead capture flows. Every interaction is tracked using UTMs, call analytics, and form insights. Leads are automatically routed, qualified, and scored through the MSX platform, activating next-best-actions to maximise conversion. Monthly reports provide clear performance insights and actionable recommendations, helping you understand customer intent and scale success across locations and markets.

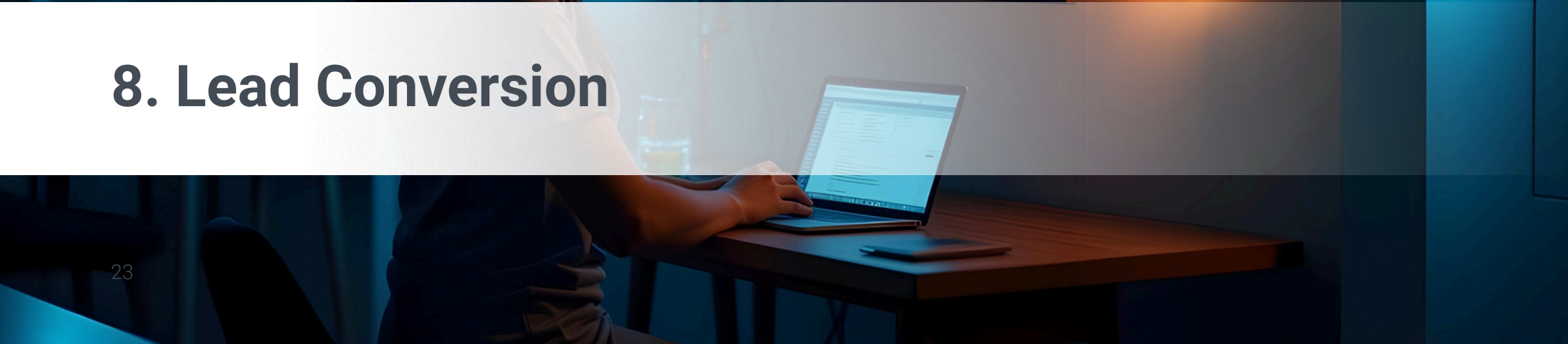
## What can it do for your business?

- » Boost your local visibility in search and maps results
- » Increase lead conversion with optimized calls-to-action and tracking
- » Gain deeper insights into customer intent and behavior
- » Scale your digital presence easily across multiple markets and locations
- » Improve lead qualification for more effective sales follow-up





## 8. Lead Conversion



## What is it?

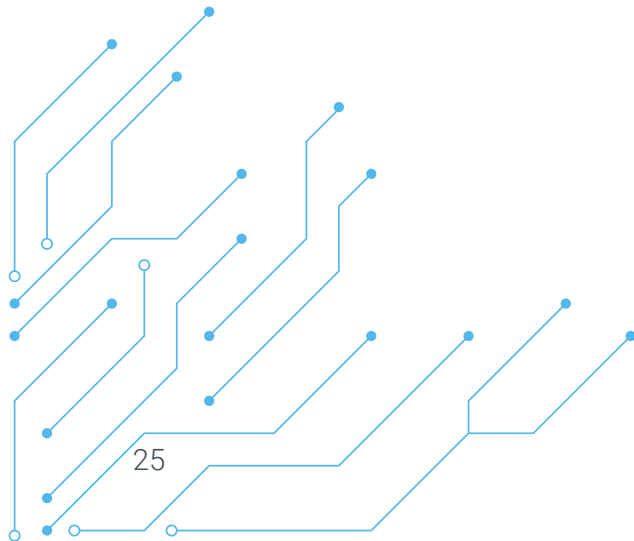
The Lead Conversion module is a modern, fully integrated lead management platform built directly into your website. It forms the very DNA of your retailer webpage and is a uniquely successful element of the MSX solution. Seamlessly embedded and running in the background, it requires no manual management - delivering all the benefits without the operational burden.

Building on this foundation, the module includes comprehensive reporting and offers a range of options to suit your business, from purely digital solutions to call centre support. MSX can qualify your existing leads all the way through to the point of purchase, taking the pressure off your team and ensuring a simple, hassle-free process for both retailer employees and prospects. This balanced approach leverages AI, digital tools, and human expertise to deliver more effective, efficient, and focused lead management tailored to your unique needs.



## How does it work?

Leads are automatically captured and managed within the platform, where intelligent automation and AI-driven qualification ensure that only relevant and ready-to-buy prospects are forwarded for follow-up. The system streamlines every step of the process, from initial contact to final conversion, providing early and targeted customer engagement. Personalized communication is maintained throughout the customer journey, enhancing loyalty and increasing the likelihood of a successful sale. The platform's data-driven insights empower your team to make smarter decisions, reduce wastage, and save valuable time and resources, giving you a competitive advantage and enabling your sales team to focus on what matters most: building relationships and closing deals.



## What can it do for your business?

- » Enable early, targeted engagement with every lead
- » Reduce wasted effort and boost sales by focusing on ready-to-buy prospects
- » Empower smarter, data-driven decision-making
- » Save time and resources for your sales team
- » Achieve higher conversion rates and stronger customer loyalty

# Your complete connected retail ecosystem

In today's digital-first world, success depends on how seamlessly you connect every customer touchpoint while staying relevant to their needs for communication and information. The MSX Online Performance Optimization Package unifies every aspect of your digital retail journey - local campaigns, brand messaging, conversion tools, and loyalty drivers - scalable to a broader digital ecosystem and easily linked to central campaigns. This integration channels traffic effortlessly into your website, chat, and voice platforms. Features such as personalized landing pages, automated appointment booking, and integrated lead management ensure every interaction is connected, measurable, and optimized for conversion.

What sets MSX apart is the intelligence behind the scenes: every module is powered by timely, accurate, high-quality data - the true engine of effective AI and automation. This data-driven approach enables you to anticipate customer needs, personalize every engagement, and make smarter, faster decisions. The result? A retail operation that's agile, responsive, and always one step ahead.



# The MSX Advantage

Choosing the right digital partner isn't just about technology - it's about unlocking real, lasting value for your business. MSX Online Performance Optimization package is designed to deliver more than just operational improvements; it brings strategic advantages that help you thrive in a rapidly changing automotive landscape.

## » Sustainability:

Future-proof your dealership with innovative solutions designed to set tomorrow's standards today. MSX empowers you to stay ahead of industry changes and customer expectations, ensuring your business remains resilient and competitive.

## » Time Saving:

Unlock valuable time for your team by automating initial customer contact and routine processes. This efficiency gives your staff the freedom to focus on complex enquiries and deliver truly personalized service where it matters most.

## » Tailored Solutions:

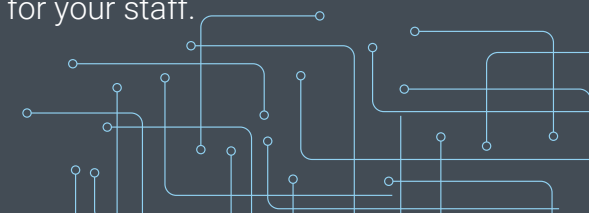
Every dealership is unique. MSX Online Performance Optimization package adapts flexibly to your specific requirements, relieving your employees and ensuring smooth, seamless customer interactions at every touchpoint.

## » True Partnership:

MSX is more than just a technology provider - we're your strategic partner, committed to delivering efficient, sustainable lead generation that drives long-term growth, relieves your team, and delivers measurable sales results.

## » Customer Satisfaction:

With proven, streamlined processes, you can boost customer satisfaction effortlessly. MSX Online Performance Optimization package is designed to delight your customers, building loyalty and trust without adding extra workload for your staff.



# MSX Solution Spotlight: Eight modules to success

Eight connected modules, each designed to plug into your existing stack, automate key workflows, and deliver measurable results.

	Business	Business Pro
Retailer Website (Incl. Sales Booster)	€550 p.m.	€950 p.m.
Vehicle Online Platforms	✓	✓
Omnichannel & Personalized Landing Pages	✗	✓
Appointment Booking	✓	✓
ChatAgent	✗	✓
AI Voice Agent	€20 + €0,60 Min.	€20 + €0,60 Min.
Google Business Profile (GBP)	€1400 / GBP	€1400 / GBP
Lead Follow up and Conversion	€9 / Lead	€9 / Lead
Lead Generation, Follow up and Conversion	€15 / Lead	€15 / Lead



**Experience the difference with MSX - where innovation, partnership, and performance come together to drive your dealership's success.**

**Ready to power up your online performance?**

**Get in touch today!**



[www.msxi.com/online\\_performance](http://www.msxi.com/online_performance)

**Let's make your online performance measurably better.**

