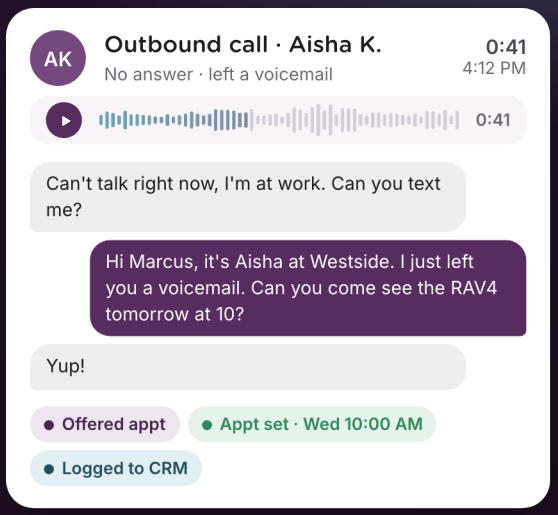
purplecloud

COMMUNICATION INTELLIGENCE FOR DEALERSHIPS

Every call, text and voicemail. Every insight.

Purple Cloud plugs into the phone system you already have and turns every call, text and voicemail into insights: who asked for the appointment, who set it, and who needs a call back.

- ✓ No tracking numbers
- ✓ Never touches your calls
- ✓ AI within 90 seconds
- ✓ 99 languages



THE BLIND SPOT Most calls, texts and voicemails never reach a manager or the CRM. **Each missed one is a lost unit or repair order.**

What Purple Cloud tells you about every conversation

AI reviews every recorded call, voicemail and text conversation, in 99 languages. No caps, and no additional cost for AI.

INBOUND

Where it came from
- The marketing source
- Unique or repeat caller

→

What happened
- Answered by a person
- Went to voicemail
- Missed

→

Answered: what the AI found
Happy or upset · Invited to the store · Offered an appointment · Scheduled it · Appointment time · Vehicle and price

Not answered: the follow-up
Whose voicemail it was · Listened to · Called back

OUTBOUND

Calls made
- By person, department and store

→

Live conversations
- Which calls reached the customer

→

What the AI found
Invited to the store · Offered an appointment · Scheduled it · Appointment time · Vehicle and price · Customer sentiment

Voicemails and text conversations get the same AI review: how the customer felt, whether an appointment was offered and scheduled, and when.

THEN ACT ON IT

Posted to your CRM
Calls and texts, with AI call summaries

Alerts and grades
Missed calls, unhappy callers, 0–100 scores

Reports at every level
By email, Tableau, Power BI or HubSpot

One number for every call, voicemail and text

Call tracking and CRM texting can give one salesperson three numbers. With Purple Cloud, everyone calls and texts from their own number.

Customers text back
Replies reach the person who called, so more become appointments and repair orders.

Fewer spam labels
About 20 calls out and 20 in a day is much less likely to be flagged than one shared number.

A number customers recognize
After a text, phones treat the number as familiar, and iPhones can suggest the name.

PHONE SYSTEMS RingCentral · zoom · dialpad · VONAGE · Also GoTo Connect, Webex Calling and NetSapiens-based systems

CRMS DriveCentric · CDK · elead · AutoAlert DRIVEN BY PURECARS · VinSolutions · DealerSocket · TEKION · Reynolds & Reynolds

$899 a month per dealership, everything included

First month free. Month to month. No additional cost for AI. A dealership is one dealer ID in your CRM.

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