

HOW TO WRITE MESSAGE INTENTS

This guide will help you write instructions (called “message intents”) that tell our Generative AI system how to communicate with shoppers. Think of these instructions like you’re teaching a very smart but very literal person how to write emails and texts—you need to be extremely specific and clear.

UNDERSTANDING DATA USAGE

What Customer Data Can the GenAI Tool Use?

The AI has access to:

- Customer’s name
- Vehicle they’re interested in
- Their trade-in vehicle details including supply and demand levels
- Their previous interactions with the dealership including communications and purchase/service history
- Dealership information including hours, location, and phone numbers
- GenAI user information
- Buying Signals market levels
- Online shopping history
- GenAI settings information

How to Tell the AI to Use This Data

- **Wrong Way:** “Use the customer’s information to write a nice email”
- **Right Way:** “Start by greeting the customer using their first name. If they’re interested in a specific vehicle, mention that [MAKE] [MODEL] in the second sentence. If they have a trade-in vehicle, acknowledge it in the third paragraph.”

CONTROLLING MESSAGE TONE

What “Tone” Means to the GenAI Tool

The AI needs specific instructions about how formal or casual to be.

How to Tell the AI to Write In a Specific Tone

- **Wrong Way:** “Keep it professional”
- **Right Way:** “Write in a professional but friendly tone. Use contractions like ‘I’m’ and ‘we’re’ to keep it conversational. Avoid slang or overly casual phrases like ‘hey’ or ‘what’s up’. When mentioning prices or financial terms, maintain a more formal tone.”

Examples of Tone Instructions

- **For Mass-Market Vehicles:** “Write in a helpful, straightforward tone. Use everyday language that anyone can understand. Avoid technical jargon. If you must use automotive terms, explain them in simple terms.”
- **For Luxury Vehicles:** “Use sophisticated language appropriate for high-end customers. Include specific model details and technical features. Emphasize exclusivity and premium service. Use longer, more complex sentences but maintain clarity.”

MESSAGE LENGTH CONTROL

Understanding Character Limits

- Text messages should stay under 160 characters to prevent splitting
- Emails should be 100–150 words for optimal engagement

How to Tell the GenAI Tool to Control Length

- **Wrong Way:** “Keep it short”
- **Right Way:** “Write a two-paragraph email. First paragraph should be 2–3 sentences welcoming the customer and mentioning their vehicle of interest. Second paragraph should be 2–3 sentences about scheduling a visit. Total length should be about 125 words.”

MANAGING MESSAGE SEQUENCES

Understanding How Sequences Work

When a customer doesn't respond, you'll want a series of follow-up messages. Each message should be slightly different and progressively more direct about determining their interest level.

Day-by-Day Sequence Example

- **Day 1:** “Reference their original inquiry. Ask if they'd like to schedule a visit to see the [VEHICLE]. Keep tone enthusiastic and focused on helping them find the right vehicle.”
- **Day 3:** “Acknowledge previous message. Mention any new inventory or special offers related to their interests. Ask if their vehicle preferences have changed.”
- **Day 7:** “Show continued interest in helping but start checking market status. Say something like ‘I want to make sure you're still in the market for a new vehicle’ and offer to answer any questions.”
- **Day 14:** “Focus primarily on determining if they're still shopping. Mention market conditions or inventory changes. Make it very easy to respond with a simple yes/no about continuing communications.”
- **Day 30:** “Final check-in message. Focus entirely on whether they want to stay in our database for future communications. Provide clear opt-out option.”

CREATING EFFECTIVE CALLS-TO-ACTION (CTAS)

What is a CTA?

A CTA is the specific action you want the customer to take after reading the message.

How to Structure CTA Instructions

- **Wrong Way:** “Ask them to respond”
- **Right Way:** “End the message by asking them two specific questions:
 1. Would they like to schedule a test drive of the [VEHICLE] this week?
 2. Do they have a specific day that works best for them?Make these questions the last two sentences of the message.”

UNDERSTANDING MESSAGE TYPES AND THEIR PURPOSES

Awareness vs. Action Messages

Different messages serve different purposes:

- **Awareness Messages:** “Focus on providing information about new inventory or market conditions. Don’t ask for immediate action. End by offering to provide more information if they’re interested.”
- **Action Messages:** “Focus on getting a specific response. Ask for a clear yes/no answer about visiting the dealership. Provide a simple way to respond with their preferred day and time.”

TROUBLESHOOTING COMMON AI RESPONSE ISSUES

What to Do If the GenAI Tool Isn’t Following Instructions

Sometimes the GenAI tool might not generate exactly what you want. Here’s how to fix common issues:

Problem: Message Too Long

- **Instead of:** “Make it shorter”
- **Try:** “Generate a message of exactly 3 sentences. First sentence should be a greeting, second should mention the vehicle, third should ask about scheduling a visit.”

Problem: Too Sales-Focused

- **Instead of:** “Make it less pushy”
- **Try:** “Focus on helping the customer gather information. Don’t mention prices or deals. Ask questions about their preferences instead of pushing for a visit.”

QUALITY CONTROL CHECKLIST

Before submitting your message instructions, verify that you have:

1. Specified Exact Data Usage

- Told AI which customer details to mention
- Specified where in the message to use each detail

2. Defined Clear Structure

- Indicated number of paragraphs
- Specified content for each paragraph
- Included exact questions to ask

3. Set Tone Guidelines

- Specified formality level
- Listed any forbidden terms
- Included any required phrases

4. Established Clear Outcomes

- Defined exact call-to-action
- Specified how to end the message
- Included response options