

# Podium

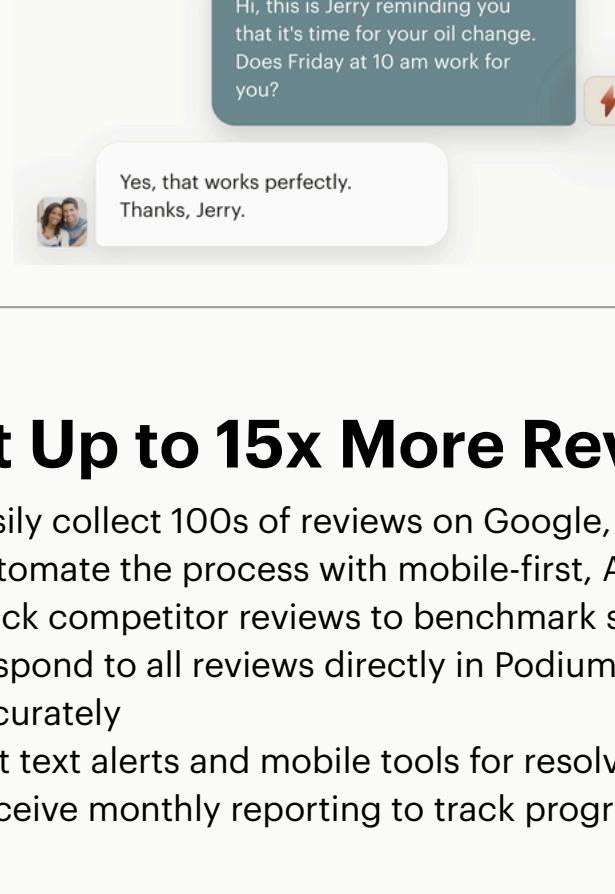
## Transform the Way You Manage Your Customer Reviews

### Stay Connected with Car Buyers

Podium helps you stay connected with car buyers on their preferred channels—text messaging, Facebook Messenger, Google click-to-chat, and more. Customers can leave reviews on the sites that matter most to your dealership, including Google, Facebook, Cars.com, DealerRater, Edmunds, and more. And with seamless CRM and DMS integrations, you can automate review invitations and customer messages to save time and increase efficiency.

With Podium, you can:

- Get found through improved local search
- Get chosen by potential customers
- Conveniently connect with customers on their terms

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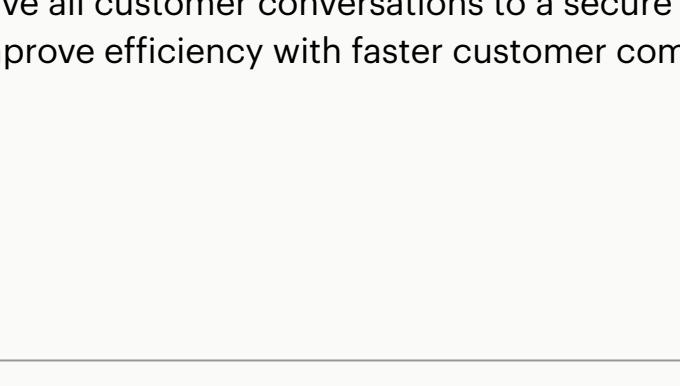
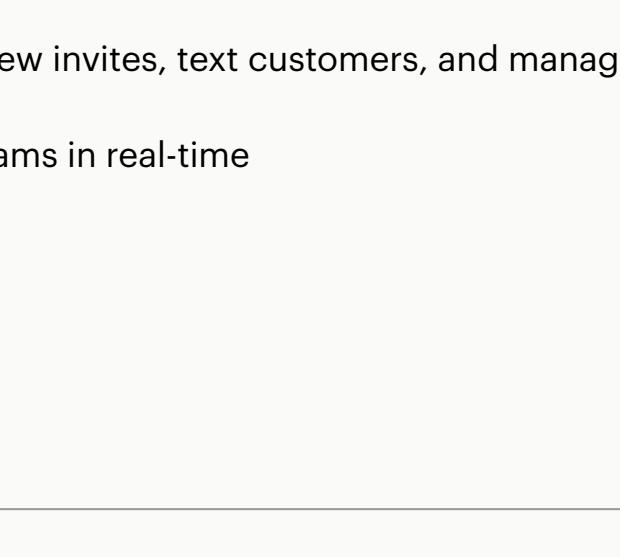
### AI Employee Increases Effectiveness

Podium's AI Employee works around the clock to make your dealership more effective

- Generate personalized review invites and respond to reviews 2x faster.
- Manage leads across every channel—text, social, and webchat—while keeping conversations cohesive and natural in real time.
- Keep your dealership open 24/7 with instant responses to new inquiries, without breaks or downtime.
- Handle common inquiries, provide accurate information, and improve customer retention.

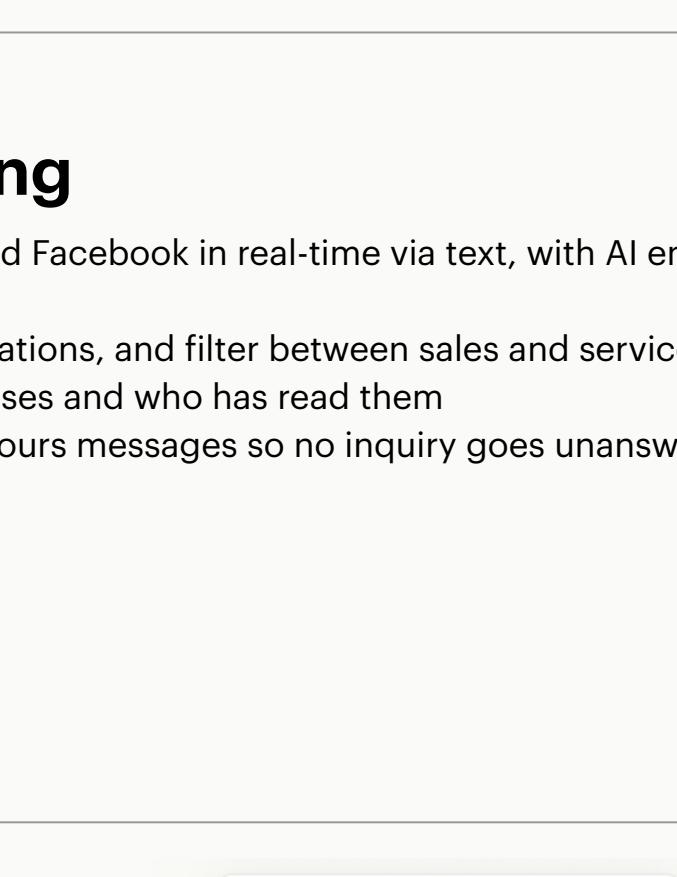
### Get Up to 15x More Reviews

- Easily collect 100s of reviews on Google, Facebook, and other top sites
- Automate the process with mobile-first, AI-personalized review invites
- Track competitor reviews to benchmark success
- Respond to all reviews directly in Podium, with AI helping you reply faster and more accurately
- Get text alerts and mobile tools for resolving negative reviews
- Receive monthly reporting to track progress



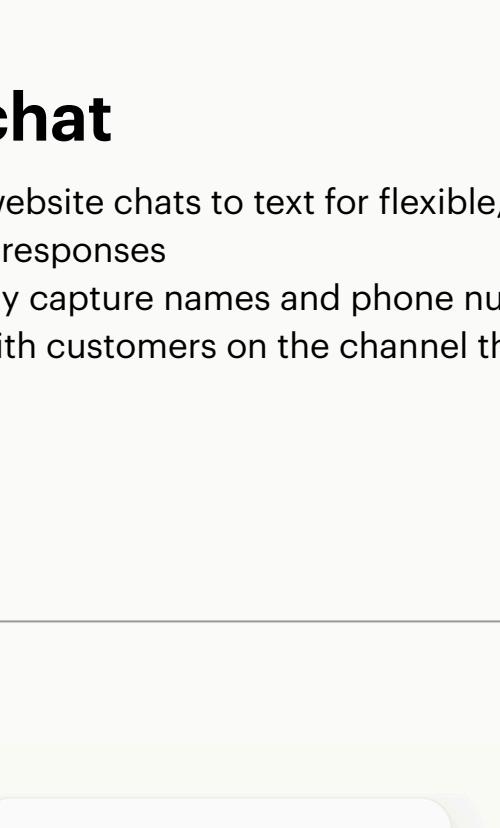
### Build and Manage On-the-Go

- iOS and Android apps let you send review invites, text customers, and manage reviews anywhere
- Stay connected with customers and teams in real-time



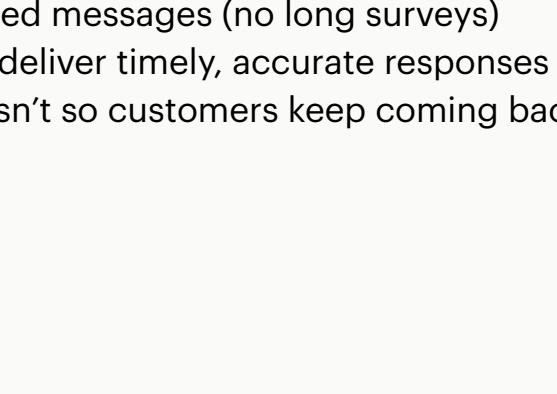
### Customer Messaging

- Answer questions from Google and Facebook in real-time via text, with AI ensuring every lead gets a fast, natural response
- Mark read/unread, assign conversations, and filter between sales and service
- See which messages need responses and who has read them
- Send automated replies to after-hours messages so no inquiry goes unanswered



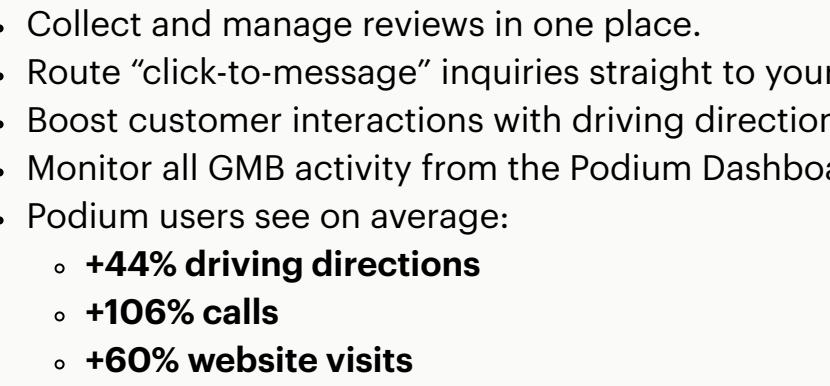
### Webchat

- Move website chats to text for flexible, ongoing conversations, supported by AI for instant responses
- Instantly capture names and phone numbers from the first message
- Chat with customers on the channel they prefer—text



### Feedback

- Gather feedback with two quick, automated messages (no long surveys)
- Use AI to manage common inquiries and deliver timely, accurate responses
- Understand what's working and fix what isn't so customers keep coming back



### Google My Business

- Connect directly to your Google Business Profile.
- Collect and manage reviews in one place.
- Route "click-to-message" inquiries straight to your Podium inbox.
- Boost customer interactions with driving directions, click-to-call, and website buttons.
- Monitor all GMB activity from the Podium Dashboard.
- Podium users see on average:
  - +44% driving directions
  - +106% calls
  - +60% website visits
  - +83% listing views



### Podium Proof of Performance

- ★ 4.9-star average rating
- 📞 86% increase in Google calls
- 🌐 52% more direction requests
- 📝 10x more reviews collected
- 💰 11% increase in price flexibility per star rating

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