

Press release for immediate release

Seez launches the automotive industry's first GPT-powered chatbot for car dealerships in Europe and Middle East

“Unveiling Synergy: Seez AI Modules Seamlessly Layered onto a GPT-powered ChatBot”

29th of August 2023

Seez, a data-focused automotive technology start-up, has launched 'Seezar' a revolutionary GPT-powered chatbot tailored for car dealerships across Europe and Middle East. This innovative AI-driven solution marks a significant step forward in transforming the automotive industry's customer interactions and operations.

Being trained on multiple AI modules and an extensive dataset of automotive information, car dealerships can expect the GPT-powered bot to provide comprehensive responses and execute tasks across a diverse array of topics. Seezar is equipped to assist dealerships with Customer Support and will be ready to handle Sales and Lead Management within the next few weeks.

As an early adopter, Seez is proud to introduce the latest addition to their AI product lineup: Seezar. This GPT-powered solution continues Seez's commitment to optimizing and promoting the transformative role of AI in the automotive industry. This new iteration is the evolution of Seez's more traditional chatbot, Caesar, which was developed in 2017. The company is fully committed to supporting car dealerships with AI-powered solutions that elevate customer experiences and bolster the number of sales.

Seezar integrates smoothly with our omnichannel showroom platform, SeezPad, incorporating our Lead Management and CRM functionalities. This integration consolidates interactions, streamlining communication and enriching the customer journey. Dealerships leverage AI insights for targeted marketing, personalized recommendations, and enhanced customer support.

Tarek Kabrit, CEO of Seez says

“We launched an AI chatbot 6 years ago. It probably was too early at the time - but now with the latest development in chatgpt, the increased level of digitisation at the dealerships and the openness of customers to complete big parts of their purchase journey online - we feel it all came together very nicely to usher a new era in the way people search for and buy cars, and we are very glad to be playing a part in it”

Crafted specifically with the needs of car dealerships throughout Europe and Middle East in mind, the bot tackles the limitations that traditional chatbots often face, such as their restricted understanding and analytical abilities. This advancement is set to have an impact on the car industry as it moves towards digitization and utilizing AI to improve the customer experience. The initial phase of the solution has already made its entrance, generating excitement among several dealerships who are on the

waiting list. Currently, the customer service agent is being introduced to the first group of dealers, as a part of its gradual rollout.

The news of Seez's new product follows a series of significant milestones achieved by Seez as it expanded into Europe, with the launch of a Danish automotive marketplace, the first car sold online in the Nordics, partnering with massive insurance and banking partners (TRYG & Santander respectively) and providing tech solutions to car dealerships. Seez recently raised an undisclosed bridge round from existing investors to fuel its growth in MENA and Europe, doubling down on AI and launching the world's first ChatGPT automotive solution.

Read more here:

Seez: <https://seez.co/en/>

Seezar AI: <https://seezar.ai/>

Press-only Internal Reveal video by our CEO, Tarek

Kabrit: <https://youtu.be/GGq3YQZAq6U> (edited)

In AI since 2017: <https://www.entrepreneur.com/en-ae/technology/shazam-for-cars-ai-powered-seez-wants-to-change-the-way/300200>

<https://www.forbesmiddleeast.com/lists/50-most-funded-startups-2022/seez/>

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