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Seez's chatbot seeks to reshape autos



**Andrew
Kabrit**

Seez
Co-founder and CEO

In 2016, Kabrit received an MSc degree in information management and business economics from Copenhagen Business School (CBS). While at CBS he was hired by the university to lead a team of developers and revamp the class scheduling system for its 20,000 students. After graduation, he moved to the UAE to co-found Seez.

As the startup's CPO, Kabrit oversees emerging technologies, user retention, data, and lead acquisition. In 2018, he led the creation of Seez's AI chatbot Cesar, one of the world's first car price negotiation chatbots. In 2020, Kabrit spearheaded a pilot project with the Dubai government's Roads and Transport Authority to pilot another world-first, a digital vehicle-registration system built on blockchain technology.

Kabrit is part of the AstroLabs Resident Expert mentorship program. Over the years, he has also been an advisor to several regional startups.

Dubai-based vehicle marketplace Seez is preparing to roll out its ChatGPT-powered chatbot, Seezar, in Europe and the Middle East, where the company already operates, as a prelude to global expansion. Co-founder and CPO **Andrew Kabrit** told the AIM Group about the company's experience with generative AI (GenAI) and where he sees the technology going.

Having started out in 2015 as an aggregator in Dubai, Seez always had a large tech team and made extensive use of data. In 2022, Seez began operating in Denmark --- Kabrit's country of birth --- launching the first transactional marketplace for used cars in Scandinavia, where it used many of the AI tools it now offers dealers.

LLMs are a game changer

Then came Covid-19. The economy shifted, leading the company to switch its focus from growth to profitability and pivot from its aggregator origins and home on the software side, and the advance of GenAI is now opening new horizons.

Seez found that 90% of its FAQs from customers were similar --- on such topics as how online buying, returns and warranties work. These are questions that old chatbots could answer but in an unnatural way.

With the launch of large language models (LLMs) like ChatGPT4, everything changed. "The LLM model is standard --- anyone can get that. How we feed, prompt it, and teach it --- that is unique," said Kabrit. "We built the ability to go in and take all the documents that you'd use to train sales staff --- the boring documents that people never read."

Essentially, Seez trains its AI in the same way as companies train human employees --- giving them information about sales contracts, terms and conditions, dealership opening hours, FAQs, etc. If the chatbot can't answer a question, it "pings" a human --- just as an uncertain employee would ask their manager.

"The more you keep them on the site, the better the prospect of a sale --- like in a showroom," Kabrit said.

The chatbot can also connect to the web to source information that it doesn't have --- for example, if a customer wants to learn more about a certain model. This is important, as until now, customers would typically browse inventory on the dealer's site

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and then leave to read reviews elsewhere.

Seez ensures the accuracy of information provided by controlling the “temperature” of the chatbot --- how creative it’s allowed to be. The company uses a 0-10 scale: at 10, the bot is given full rein to be creative, but Kabrit acknowledges the results can be “really creative.” At 0, it uses its model to understand what the customer needs and comes back with the closest thing, without interpreting it.

Kabrit told us that, in the pilot phase, Seezar could answer 90-95% of requests that came through, a range he predicted could be higher for dealers as most of them have a simpler setup than Seez. This compares to 10% to 15% for previous chatbots that used the “decision tree” model, which delivered a “horrible experience” in response to anything other than a simple question.

This frees up customer support to focus on more complicated problems, like payment issues and faults with the car --- cases “where a human is required to make a decision and take responsibility. It won’t be long before we see a fully autonomous dealership,” he said, adding that Seez was preparing to fully automate Seez.dk early next year.

Seez is also planning innovations in aftersales, appointments, the diagnosis of vehicle faults, and, most importantly, text-to-voice and voice-to-text. Within 12 months, he envisages a chatbot that can provide natural language telephone services.

How will marketplaces adapt?

All of this presents challenges for auto marketplaces.

“They usually adopt new technologies once they are proven to avoid the risk of hurting their core business model, which is listings, ads, and leads. Merging that with a new technology like chat is going to be a challenge they will need to overcome. They

‘When AI is in the mix, you can do more with a lot less. You can do more stuff, and better services; for the same cost, you can offer services that you couldn’t offer before.’

need to switch that model, and once they figure that out, you’ll see a lot more GenAI. They will be reluctant, as it might cannibalize parts of their current business model as it is today.”

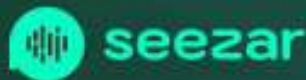
Kabrit expects smaller marketplaces --- the No. 2s and 3s --- to be early adopters in selling dealers chat, instead of a website, as market leaders avoid what they see as the loss of one of their revenue sources and a threat to their model. This will eventually put pressure on the leaders to follow suit.

At the same time, dealers will become more like marketplaces, he believes. Consumers will need to spend less time searching for the right information, be able to ask questions 24 hours a day and be more comfortable conducting the entire sales process online.

No ‘death of the salesperson’

As GenAI ushers in greater automation, widespread job losses seem likely --- but Kabrit believes that it’s not all bad news. “It will shift jobs but not remove all the jobs ... it only removes jobs if the output is constant,” he told us.

“When AI is in the mix, you can do more with a lot less. You can do more stuff, and better services; for the same cost, you can offer services that you couldn’t offer before ... Some will cut these costs and give the money to the customers; some will use the savings to give a better experience.”



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With Seezar, empower your automotive website to engage with your customers, 24/7. The personalized chatbot, trained on your car content and integrated with your live inventory, ensures instant responses to customer inquiries and will create leads autonomously.

Customer Support

How does the 14-day return work and what happens after the one-year warranty?

100% The process for the 14-day return policy is as follows: After you receive your newly purchased car, you have 14 days or 200 km to test and evaluate it. If the car does not meet your requirements and wishes, you can contact us within the 14-day period to arrange a collection date. We will then refund any payments you have made. However, please note that the car must not have been modified or damaged during this period, and you must not have driven more than 200 km.

After the one-year warranty period, any repairs or breakdowns will not be covered by the warranty. You will be responsible for any repair costs unless you can prove that the breakdown is not your fault. It is important to note that the specific terms and conditions of the warranty may vary, so it's best to refer to your contract or contact us for more information.

How do I know I'm getting a good price for my trade-in car?

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What are the best SUV cars available on the website?

100% I think I have just the cars for you. You couldn't go wrong in choosing any one of the below:



All of the above have all-star Euro NCAP safety rating, Apple CarPlay, heated seats, and 0 CO2. Additionally, they come with keyless-Go, 360-degree camera, Sports package, and Steering assist.

Can you help me compare the Mercedes EQB and the Audi E-tron?

100% Certainly! The Mercedes EQB and the Audi E-tron are both electric SUVs but they have some differences in terms of performance, range, interior space, and cargo space. Here are the main differences between them:

Mercedes EQB	Audi E-tron
Range: 400 km (WLTP)	Range: 370 km (WLTP)
0-100 km/h: 8.9 s	0-100 km/h: 6.9 s
Interior space: 1,100 L	Interior space: 1,100 L
Cargo space: 1,000 L	Cargo space: 1,000 L

Ask me anything

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