

# New chatbot for car dealerships

*Seez, the cutting-edge automotive tech start-up, is making waves with 'Seezar,' an innovative GPT-powered chatbot tailored for dealerships across Europe and the Middle East. This AI-driven solution is a game-changer, revolutionizing customer interactions and operations in the automotive sector, according to Tarek Kabrit, the CEO and Co-founder of Seez.*

Seez started off as a mobile app for selling cars using tech features such as image recognition, a negotiating chatbot, and valuation tools. The app was very successful and reached 2.8 million users. Once Covid hit, with the rise of online car buying, Seez shifted their focus towards SaaS for car dealers. Right now, Seez offers best in class Software solutions to car dealers, powered by a number of AI modules to help digitize their business and enhance their operations. Since expanding into Europe in 2021, Seez has managed to sign up some of the biggest dealer groups in countries like Denmark, Switzerland, and Italy – and has quickly established itself as one of the leading automotive SaaS providers.

The Seez SaaS module allows a dealer to go from pure offline sales to having full e-commerce and omnichannel capabilities in as little as 2 days with no tech work on their side, as Tarek explains. This includes full online buying journeys with financing, insurance, trade-in, and

registration, among others. “Since most car buyers still want to see the car at some point, Seez offers dealers an omnichannel solution allowing the sales people to sell cars from their phone anywhere, while also offering the buyer the option to do any step online or offline and continue in a seamless journey anyway they wish,” Tarek adds.

Seez had built an AI chatbot 6 years ago that used to negotiate car prices for the buyer and check if the car has been in an accident or has any issues. The technology wasn't mature enough then to offer ChatGPT type of capabilities. “However, recently with the rise of OpenAI and ChatGPT, we saw an opportunity to build on past experience and offer a truly unique chatbot that can handle multiple roles for the dealers,” says Tarek. “One of the problems many dealers suffer from is offering support and sales capabilities afterhours and on weekends. There is also often lack of consistency in the experience with the



same dealer when you talk to different customer support reps or sales people. With Seezar, the dealer gets 24/7 support that goes beyond answering FAQs and can help customers decide on the best car to buy and even help sell the car or book a test drive. For example, a customer can land on the dealer page and ask Seezar to recommend the best car for a family of 4 with 2 kids under 5 and a dog within a certain budget, it can compare car models, advise on the next facelift, and from there it can book a test drive or help guide the online sales process fully.”

Looking to the future, Tarek adds: “We want to continue to support dealers in their digital transformation journey by always offering the latest and best in class technology. Automotive is one of the last multi trillion dollar industries that remains largely undigitized – we want to help change that!”



Website: [seez.co](https://seez.co)

Seezar.ai