

MSX COACH Powered by Skillgym

AI-driven conversation practice for the automotive retail network

Elevate every conversation with AI-driven practice

Customer and leadership conversations shape revenue, loyalty and brand perception. Many organizations already invest heavily in training. The challenge is ensuring that learning shows up consistently in real conversations. Traditional approaches such as workshops and classroom role play build awareness, but they are harder to sustain in day-to-day interactions.

MSX COACH, powered by Skillgym, helps close the gap between knowing and doing. It embeds AI-driven simulations into your learning ecosystem, giving sales, service and leadership teams a safe, always-on environment to practice the conversations that matter, and to understand how those behaviors impact real performance.



Turning everyday interactions into advantage

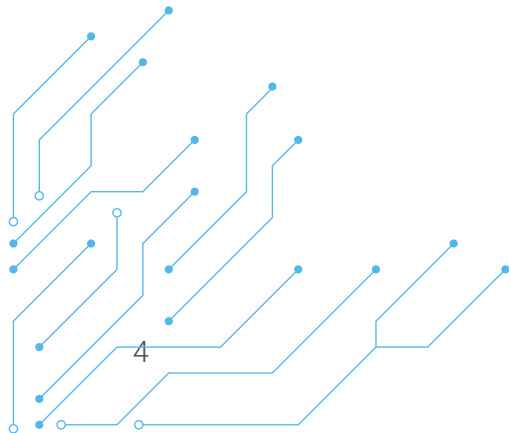
Today's retail landscape presents opportunities to strengthen how teams perform in real customer and leadership moments. To unlock this potential, networks need to address key areas that support consistent, high-quality execution:

- ✓ **Raise conversational quality across every market**
Enable teams to deliver a more consistent, brand-aligned experience while still adapting to local customer needs.
- ✓ **Turn learning into practical application**
Move beyond content-led training by giving people regular opportunities to practice real-world scenarios, from pricing discussions to complaint handling.
- ✓ **Scale high-quality coaching efficiently**
Extend the reach of coaching through AI-supported practice, allowing continuous development without increasing operational burden.
- ✓ **Use behavioral data to guide network performance**
Understand how conversations are handled and link behaviors to outcomes, supporting more informed decisions on development and investment.
- ✓ **Embed continuous development into daily work**
Replace one-off events with shorter, ongoing practice that fits naturally into the working day and builds lasting capability.

AI-driven practice for real impact

MSX COACH combines MSX's automotive expertise with Skillgym's AI digital role play to create a scalable solution for conversation skills, fully aligned with your network's strategy, standards and KPIs.

It adds a practice layer to your existing training, helping teams apply knowledge with confidence in real situations, from navigating complex price and value discussions to managing effective complaint handling and de-escalation. By rehearsing service retention and upsell conversations alongside leadership and coaching interactions, your people build the habits needed to perform consistently in the moments that drive your business forward.



Five components that define success

MSX COACH combines the practice experience, the feedback structure, and the engagement workflow needed to build real capability over time.

» **AI: Realistic conversation practice**

Experience authentic automotive scenarios with AI-driven digital humans. Natural interaction allows learners to practice critical conversations as often as needed in a safe, virtual environment.

» **Insight: Behavioral analysis for skill improvement**

Each session provides structured, multi-layered feedback, helping learners understand both what they did and how it impacted the conversation.

» **Metrics: Objective progress tracking**

Dozens of behavioral indicators are mapped to your KPIs, providing clear, data-driven visibility of individual and network-wide development.

» **Flexible engagement: Practice without disruption**

Teams can practice anytime, anywhere without involving customers, colleagues or trainers. This creates a safe space for repetition, reflection and continuous improvement.

» **Automation: Structured, continuous development**

Pre-defined practice circuits, intelligent scheduling and adaptive learning paths support consistent engagement and measurable progression over time.

Strengthening conversations, performance, and loyalty

The combination of AI-driven practice and MSX's automotive expertise supports both individual capability and network performance:

- ✓ **Stronger, more consistent customer and leadership conversations**
Standardize how critical interactions are handled, while preserving local nuance and brand personality.
- ✓ **Faster time-to-competence for new and existing roles**
New hires and newly promoted leaders reach proficiency more quickly through intensive, targeted practice.
- ✓ **Higher confidence and engagement across frontline teams**
People feel better prepared for complex conversations, increasing engagement with both customers and development activities.
- ✓ **Clear visibility of how behavior links to business outcomes**
Behavioral metrics can be linked with sales performance, CSI/NPS, retention and network quality measures, supporting data-driven decisions.
- ✓ **Scalable deployment across markets and channels**
Cloud-based, modular deployment makes it easy to roll out globally, then localize language, content and KPIs per market.

Embedded in the MSX automotive ecosystem

MSX COACH powered by Skillgym is part of MSX's connected portfolio of automotive-focused learning and performance solutions.

- Integrates with MSX LEARN, ENDORSE and technical simulations, and can connect seamlessly with your existing learning management system (LMS), to create a continuous development journey
- Aligns role-play outcomes with your competency framework, incentive programs, and performance dashboards
- Supports OEM and NSC priorities such as sales conversion, service retention, EV transitions and leadership effectiveness

The result is a single, performance-based view of capability, from first customer contact to long-term loyalty.



The MSX advantage

Choosing the right digital partner is about more than just the technology; it is about unlocking real, lasting value for your business. MSX COACH is designed to go beyond generic role play, bringing strategic advantages that help your network thrive in a rapidly changing retail landscape. While technology enables the practice, the true impact comes from how those scenarios are designed and aligned to your specific goals. MSX brings:

»» **Deep automotive expertise**

Understanding of dealer operations across sales, service and leadership roles

»» **Real-world role and customer insight**

Scenarios shaped by real customer interactions, common objections and critical pressure points

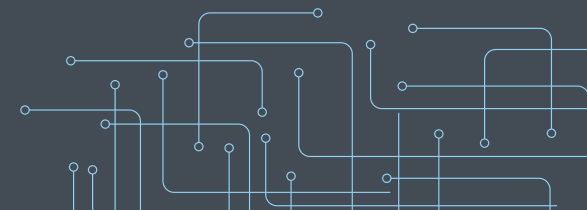
»» **Brand and process alignment**

Practice aligned to your brand positioning, customer journeys and operational standards

»» **Structured capability development**

Practice circuits designed to build skills progressively, supporting lasting behavior change over time

This ensures practice is not generic, but directly relevant to the conversations that drive performance in your network.





Discover MSX COACH powered by Skillgym

Transform how your network prepares for the conversations that shape your brand.

Experience how structured practice supports consistent, high-quality performance.

Get in touch today!



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