

AI CAN SCALE WHAT YOUR ENTERPRISE KNOWS. WHO IS IMPROVING WHAT IT KNOWS?

What [Glenn Pasch](#)'s AI research reveals about the enterprise-wide value of Customer Evidence

THE SAME TECHNOLOGY. DIFFERENT RESULTS.

Glenn Pasch's 2026 research, *AI and Dealership Staff: Finding the Right Balance*, commissioned by Impel, identifies

a consequential development in automotive retail: successful AI deployment depends on more than the technology

dealerships purchase. In one dealership group, a store that redesigned workflows around AI reported a 19% improvement in contact rate. Other stores using the same technology without comparable workflow changes reported improvements of approximately 3%. This is an illustrative comparison, not a controlled causal estimate.

THE SAME TECHNOLOGY CAN PRODUCE DIFFERENT RESULTS DEPENDING ON WHAT THE ENTERPRISE KNOWS, HOW IT OPERATES, AND HOW WELL IT LEARNS.

Pasch makes the case for improving AI operations. The larger enterprise question is whether you can also continually improve what your organization knows about the customers those systems are trying to serve.

THE MISSING MIDDLE IS A KNOWLEDGE PROBLEM

AI can answer questions, manage communications and assist employees. But neither an AI provider nor CRM, DMS

and accounting systems inherently possesses a complete account of what customers experienced while deciding: what they feared, what reduced Suspicion, when guidance became usable Help, and why some encounters produced Relationships that endured. Those systems record activity and outcomes. They do not systematically preserve the human experience between them—the Missing Middle. Much of that evidence was never captured.

AI CAN ACCELERATE THE LEARNING LOOP. IT CANNOT ORIGINATE THE CUSTOMER EXPERIENCE FROM WHICH THE LEARNING COMES.

CUSTOMERS FOR LIFE CREATE TWO CONTINUING OPPORTUNITIES

Their Relationships create continuing opportunities for service, repeat purchases, referrals and Durable Revenue.

Those same Relationships can also create continuing access to learning—evidence that can improve your enterprise's ability to earn more Customers For Life.

CUSTOMERS FOR LIFE ARE THE ECONOMIC DESTINATION. ENTERPRISE INTELLIGENCE IS HOW THE ENTERPRISE CAN CONTINUALLY IMPROVE ITS ABILITY TO EARN THEM.

THE CUSTOMER POSSESSES THE MISSING EVIDENCE

Confidence Economics began with in-depth interviews of 107 customers, 2,645 substantive quotations and eight dealerships. These customers had formed enduring Relationships. Their accounts illuminated Negative Expectations, customer-interpreted behaviors, Confidence, Help and Relationship continuity. Because all participants had achieved the Relationship outcome studied, the corpus cannot establish how frequently it occurs among all shoppers. The research produced a Rosetta Stone analytical architecture for examining additional evidence. The original corpus is the foundation; the larger opportunity is continually collecting fresh evidence from your own customers.

WHY THE CUSTOMER INTERVIEW MATTERS

CRM and DMS records show activity and outcome. Preserved AI conversations show what the shopper actually asked and how AI responded. Public reviews are self-selected accounts created for another purpose. The Customer

Interview is designed to recover something different: what happened, what the customer interpreted as Evidence, what it meant to her, what changed, and why the Relationship endured.

THE CUSTOMER INTERVIEW DOES NOT REPLACE OTHER SOURCES. IT RECOVERS EVIDENCE THOSE SOURCES WERE NOT DESIGNED TO CAPTURE.

Three complementary windows can contribute: direct Customer Interviews; Confidence Debriefs that preserve employees' observations after unsuccessful encounters; and preserved AI conversations showing what shoppers actually asked and what AI did. Their evidentiary limits must remain distinct.

DIFFERENT SOURCES. DIFFERENT EVIDENTIARY LIMITS. ONE ARCHITECTURE FOR TURNING CUSTOMER EVIDENCE INTO ENTERPRISE INTELLIGENCE.

WHERE PASCH'S FINDINGS CONNECT ACROSS THE ENTERPRISE

1 | AI knowledge banks: from dealership answers to firsthand evidence

A shopper asks about Honda Pilot visibility. AI can supply specifications and reassurance. With a structured, tagged

evidence library, it could instead retrieve an authentic owner video showing what visibility is like from the driver's

seat. The shopper hears the owner's own words and voice inflections and sees her expressions and demonstration—not an AI paraphrase. The same approach could surface relevant customer accounts about pricing transparency, pressure, guidance and service. Each account remains an individual experience, not a guarantee of

the next shopper's outcome.

REASSURANCE IS NOT EVIDENCE. THE AI CAN INTRODUCE THE CUSTOMER AND LET HER SPEAK FOR HERSELF.

2 | AI-to-human handoffs: preserve the shopper's Decision

A handoff summary may identify vehicle interest and appointment status yet omit a shopper's expressed concern about hidden charges, prior pressure or losing control of her Decision. Confidence Economics distinguishes purchase Decision X from the shopper's continuing evaluation of Help Y: "Can I safely accept your Help making my

Decision?" Preserved conversations can retain what the shopper actually said; customer-derived patterns can help employees respond appropriately without inferring unspoken thoughts or psychological State. The objective is not merely faster lead transfer but more useful human Help.

3 | Dealership personnel and management: improve judgment, not scripts

Pasch recommends training, champions and accountable management. Customer Evidence adds the shopper's authority over what behavior meant. What was experienced as Listening, Transparency, Patience, Respect, Guidance or Pressure? What moved a salesperson's Standing from potential Adversary to Ally? Managers can use

recurring evidence to improve coaching and practices without scripting every encounter.

4 | Service and Relationship continuity: learn beyond the transaction

Customers For Life can explain which promises held up, who remained helpful, why they returned, and what strengthened or weakened the Relationship. That evidence can inform service operations, employee continuity and

retention practices—connecting customer accounts with later economic events without assuming causality from one story.

5 | Marketing and AI discovery: reach the shopper before the conversation

Your marketing organization can publish appropriate, consented, specifically tagged video evidence on dealership sites and across search, video and social channels. Collective Owner Expertise captures lived vehicle use. Local Relationship Authority can reduce Suspicion by showing how Customers For Life actually experienced a store, team

or person, creating a reasonable hope that the shopper's Negative Expectations may not be realized there.

THE OBJECTIVE OF LOCAL RELATIONSHIP AUTHORITY IS TO HELP YOUR DEALERSHIP BECOME THE FIRST ONE THE SHOPPER CHOOSES TO VISIT.

Evidence about a particular salesperson can be one powerful expression of Local Relationship Authority, but it is not

a salesperson-selection system. Visibility and traffic lift are not guaranteed and must be measured.

6 | Enterprise leadership: turn local experience into company-wide learning

Across a multi-store enterprise, questions, customer experiences, unsuccessful encounters and durable Relationships arise at many rooftops. A common evidence method could identify patterns no single store can establish and inform CRM practices, AI governance, staff development, service processes, management decisions and marketing allocation. The accumulated intelligence remains an enterprise asset even when technology vendors change.

A SCALABLE OPERATING MODEL

Stores capture experience through a consistent Customer Interview method. Centralized AI-assisted processing supports transcription, time-coding, classification, tagging and candidate edits. Human reviewers preserve context,

consent, evidentiary integrity and publication standards. Marketing leadership governs customer-facing deployment; relevant enterprise functions receive actionable intelligence.

STORES CAPTURE EXPERIENCE. AI HELPS PROCESS THE EVIDENCE. MARKETING GOVERNS CUSTOMER-FACING DEPLOYMENT. THE ENTERPRISE LEARNS FROM IT.

Distributed capture with centralized processing can allow evidence to accumulate across stores without requiring each rooftop to maintain its own editing and research operation. Whether the model delivers expected efficiency requires operational evaluation.

THE SAME CUSTOMER EVIDENCE HAS TWO USES

Externally, appropriate evidence can help the next shopper answer vehicle, Decision and Relationship questions. Internally, systematic analysis can improve Enterprise Intelligence and foster the conditions for more Customers For Life.

IMPROVING AI PERFORMANCE VERSUS IMPROVING ENTERPRISE ECONOMICS

Pasch makes the case for continuous improvement of AI operations: better answers, handoffs, follow-up and workflow efficiency. Confidence Economics extends continuous improvement to the enterprise's underlying understanding of customers. AI can process, classify, retrieve, distribute and apply Customer Evidence. It can accelerate the learning loop. But the source of learning remains the lived customer experience the enterprise

chooses to capture.

AI CAN SCALE WHAT YOUR ENTERPRISE KNOWS. IT CANNOT RECOVER WHAT YOUR ENTERPRISE NEVER CAPTURED.

| THE RELATIONSHIP CREATES TWO CONTINUING OPPORTUNITIES

Continuing revenue: service, repeat purchases, referrals and other economic events that can arise because the Relationship continues. Continuing intelligence: continued access to learning from Relationships your enterprise has already earned. Customers For Life can help explain how those Relationships formed, endured and became economically valuable.

| BOTH ARE ECONOMIC OPPORTUNITIES. THE SECOND WORKS THROUGH LEARNING.

The overlooked asset is not merely the evidence already captured. It is the continuing access to learning created by

Relationships the enterprise has already earned.

| FROM CUSTOMER EVIDENCE TO ENTERPRISE INTELLIGENCE

Customer Evidence is the source material. Enterprise Intelligence is the accumulated understanding produced when source-grounded Customer Evidence is systematically analyzed, preserved and made usable across the enterprise. More evidence does not automatically create better intelligence. Value comes from disciplined capture,

source preservation, analysis, comparison, application, measurement and refinement.

CUSTOMER EVIDENCE → ENTERPRISE INTELLIGENCE → BETTER-INFORMED PEOPLE, PROCESSES, SYSTEMS AND AI → BETTER CONDITIONS FOR MORE CUSTOMERS FOR LIFE → FRESH CUSTOMER EVIDENCE

| THE DECISION IS ABOUT ENTERPRISE OWNERSHIP

Your enterprise can purchase AI capabilities from Impel or other vendors. Those providers can improve models, applications and workflows. But they do not independently possess your customers' firsthand experiences or the continuing access created by Relationships you have earned. Your ability to learn from those customers should not

depend on which vendor you use.

COMPETITORS CAN BUY COMPARABLE TECHNOLOGY. THEY CANNOT SIMPLY BUY WHAT YOUR ENTERPRISE HAS SYSTEMATICALLY LEARNED FROM ITS OWN CUSTOMERS.

THE QUESTION

What could your enterprise become capable of improving if Customer Evidence were continuously collected, understood and made available—not just to AI, but to every function responsible for creating and sustaining Customers For Life?

EARN CUSTOMERS FOR LIFE. LEARN FROM CUSTOMERS FOR LIFE. IMPROVE CONSTANTLY.

RESEARCH AND EVIDENCE NOTE | Glenn Pasch, AI and Dealership Staff: Finding the Right Balance (2026), commissioned by

Impel. Its operational examples do not establish Confidence Economics economic effects. The CE corpus comprises 107

interviewed customers, 2,645 substantive quotations and eight dealerships, selected from customers with enduring

Relationships. Proposed AI-video retrieval, discovery visibility, integrations and financial effects require evaluation.

EVERY SHOPPER HAS A UNIQUE Y

Every shopper has a unique Y: Can I safely accept your Help? The Rosetta Stone can help AI recognize possible concerns, not assume a customer's inner state or prescribe a response. Guidance must remain responsive to what this individual actually communicates.

CUSTOMER EVIDENCE & EXECUTIVE RESOURCES

Direct access to the evidence, demonstrations and companion briefs.

FILM & DEMONSTRATIONS

[Watch the nine-minute Customer Evidence film](#)

[View all three AI Evidence demonstrations](#)

COMPANION DOCUMENTS | GENERAL

[Executive Case](#)

[BDC-AI Conversations Brief](#)

[Enterprise Intelligence Brief](#)

[Executive Summary](#)

[Marketing Intelligence Brief](#)

RESEARCH & WEBSITE

[Confidence Economics™ book](#)

[Confidence Economics website](#)