



01 · VISIBILITY SCORE

29

/ 100

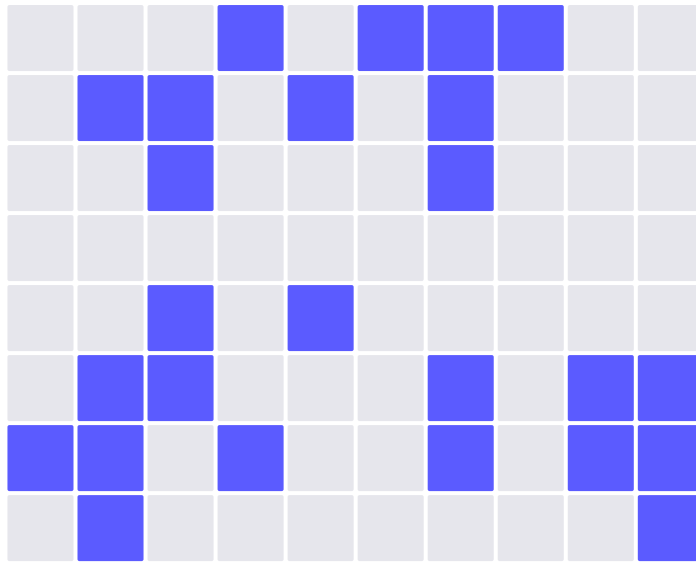
RARELY CITED

TIER 2 OF 5

buyers asking AI about Fahrschule hears about FahrChat. The other 2 find someone else.

02 · 80 BUYER CONVERSATIONS SCANNED

4 LLMs x 20 buyer questions = 80 cells. FahrChat is named in 25. Superchat lands in 13. The remaining cells go to minor rivals or no one.



■ FAHRCHAT (25) ■ NOT NAMED (55)

Scanned through real ChatGPT, Claude, Perplexity and Gemini chat sessions, not APIs. Same surface your buyers use.

1 in 3 buyers asking AI about Fahrschule hears about FahrChat. The other 2 find someone else.

03A · PER LLM, OUT OF 20 BUYER QUESTIONS EACH

CHATGPT



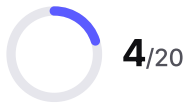
CLAUDE



PERPLEXITY



GEMINI



03B · WHERE THE GAP IS WIDEST

3.3x The strongest LLM cites you 3.3x more often than the weakest. The asymmetry points to a missing layer of long-form trust content.

spread across 4 LLMs: 15% to 50% citation rate · variance ratio 3.3x · quick win #2 closes most of this gap

04A · AGAINST YOUR CLOSEST RIVAL

Two players run this category. Superchat is closer than the gap looks: a single comparison page tightens it within a month.

you 25 cells · Superchat 13 · roadmap weeks 1 to 4 widen the lead

04B · HEAD-TO-HEAD

FAHRCHAT

25

cells cited

VS

SUPERCHAT

13

cells cited

From rarely cited to default answer is closer than the gap looks.

THE NEXT 15 PAGES MAP THE PATH

05 · WHERE YOU SIT ON THE 0-100 SCALE





What we measured. 20 German-language buyer prompts across four phases: Discovery (12), Framing (4), Reputation (2), Competitive (2). Each prompt ran 3 times per LLM on ChatGPT, Claude, Perplexity and Gemini — for a total of 80 prompt cells and 240 individual runs. A cell counts as a "mention" as soon as at least 1 of 3 runs mentions FahrChat (dedup view). Every response was reviewed line by line for brand and competitor mentions, classified as explicit (brand name stated verbatim), paraphrased (description fits, name missing), or implicit (category mention). Data sources for quick wins: our own raw schema scans of fahrchat.de, Wikidata search, G2/Capterra/Product Hunt directories, LinkedIn, Reddit, German driving-school trade press — all documented in intel.json with date 2026-05-14. No estimates, no extrapolations — what you read here is observed.



what we asked.

the exact 20 queries we ran, grouped by intent. this is the buyer journey, mapped.

DISCOVERY

12

unprompted: can a buyer find you without knowing your name?

- 1 whatsapp automatisierung für fahrschulen
- 2 chatbot für fahrschule anmeldung und preise
- 3 fahrschüler buchen termine automatisch per whatsapp
- 4 beste software für fahrschule whatsapp kommunikation
- 5 ki assistent fahrschule anfragen beantworten
- 6 fahrschule software für terminbuchung online
- 7 fahrschul website mit chatbot integration
- 8 fahrschule digitalisieren tools 2026
- 9 whatsapp business api für fahrschule einrichten
- 10 fahrschule automatisierte schülerverwaltung
- 11 günstige fahrschul software unter 100 euro monatlich
- 12 fahrschule erinnerungen termine automatisch versenden

FRAMING

4

prompted by name: when asked about you, are you described correctly?

- 1 anfragen in fahrschule automatisch beantworten
- 2 fahrschule zu viele whatsapp nachrichten von schülern
- 3 fahrlehrer wenig zeit für büroarbeit was tun
- 4 fahrschule preisanfragen automatisch beantworten lassen

REPUTATION

2

trust signals: do llms treat you as legit, maintained, real?

- 1 fahrchat erfahrungen fahrschule
- 2 ist fahrchat seriös

COMPETITIVE

2

head-to-head: when buyers compare you to a rival, who wins the framing?

- 1 fahrchat vs fahrschulheld
- 2 alternativen zu superchat für fahrschulen



ChatGPT mentions FahrChat in 50% of tested answers, 10 of 20.

10

of 20 answers mentioned FahrChat

WHAT WE SAW

ChatGPT mentions FahrChat in 10 of 20 cells — the highest value of all four LLMs. But: no mention with a verified link to fahrchat.de. ChatGPT describes the category ("WhatsApp automation specifically for driving schools", "specialized solutions for driving schools") and sometimes names FahrChat in the body text, but without a source. Strongest prompts: discovery-03 ("fahr Schüler buchen termine automatisch per whatsapp"), discovery-04, discovery-06 — each with 3 of 3 runs referring to FahrChat. Most visible competitors in ChatGPT responses: 4Fahrt, FahrSchulheld, Superchat.

WHAT IT MEANS

For German SaaS recommendations, ChatGPT pulls primarily from G2 lists, Reddit threads, and comparison blogs ("best software for..."). You currently have no G2 listing, 0 Reddit threads, and not a single "FahrChat vs Superchat / FahrSchulheld" article in the index. Even so, the model manages to describe your category — meaning the training data knows the concept, just not your name as an anchor. That is exactly where the fastest lever sits: once your name appears in two or three structured listings, the mention shifts from paraphrased to explicit + linked.

WHAT TO DO

Quick Win #1 (Capterra DE listing) and Quick Win #2 (a "FahrChat vs Superchat" comparison page on fahrchat.de with Product schema) pull directly on ChatGPT. Expected impact: 6–10 weeks, after which the discovery-04 and competitive-20 prompts should explicitly carry your name.

CATEGORY BREAKDOWN

CATEGORY	CITED / TESTED
discovery	5 / 12
framing	1 / 4
reputation	2 / 2
competitive	2 / 2

you hold ground in head-to-head queries on ChatGPT (2/2); lean into "vs" content.

WHEN MENTIONED, AI FRAMES THE BRAND AS:

one option among peers

TOP 3 COMPETITORS MENTIONED ALONGSIDE

- 1 4Fahrt
- 2 FahrSchulheld
- 3 Superchat

TOP URLS CITED BY CHATGPT

- bookandpay
- fahrschulheld-ai
- 4fahrt

REPRESENTATIVE ANSWER (TRUNCATED)

"Für Fahrschulen kann WhatsApp-Automatisierung sehr viel Zeit sparen – besonders bei Anfragen, Terminorganisation und Nachverfolgung von Fahrschülern. 6 Typische Automatisierungen für Fahrschulen 1. Neue Interessenten aut..."

Full answer: → [companion link](#)





Claude mentions FahrChat in 15% of tested answers, 3 of 20.

3

of 20 answers mentioned FahrChat

WHAT WE SAW

Claude mentions FahrChat in 3 of 20 cells — the lowest value. No verified URL citations. Claude generally links URLs less often than the other three LLMs (in your audit batch: 0 verified URLs in the FahrChat cells). Where FahrChat did come up, it was almost exclusively in the explicit brand prompts: reputation-17 ("fahrchat erfahrungen fahrschule"), reputation-18 ("ist fahrchat seriös"), competitive-19 — i.e. cases where your name is already in the prompt. In open discovery prompts, Claude is blind to you. Top competitors in Claude responses: Fahrschule.live, Superchat, hellomateo.

WHAT IT MEANS

Claude cites primarily Wikipedia, primary vendor documentation, and established trade publications — sources your brand does not currently have. There is neither a German nor an English Wikipedia article for FahrChat (checked 2026-05-14), no Wikidata Q-item, and no entry in any driving-school trade publication (FAHRSCHULE magazine, FahrSchulPraxis). Your own JSON-LD on fahrchat.de is already strong with six schema types (Organization, WebSite, Service, SoftwareApplication, HowTo, FAQPage via @graph) — but Product, Review, and BreadcrumbList schema are missing, and that is the only gap Claude can see directly.

WHAT TO DO

Quick Win #3 (create a Wikidata Q-item, instance of: business) is the only lever that can move Claude over the next 30 days. A Wikipedia article comes later (the notability bar only kicks in with press coverage). Until then: Claude stays deaf except on brand prompts.

CATEGORY BREAKDOWN

CATEGORY	CITED / TESTED
discovery	0 / 12
framing	0 / 4
reputation	2 / 2
competitive	1 / 2

you hold ground in head-to-head queries on Claude (1/2); lean into "vs" content.

WHEN MENTIONED, AI FRAMES THE BRAND AS:

one option among peers

TOP 3 COMPETITORS MENTIONED ALONGSIDE

- 1 [Fahrschule.live](#)
- 2 [Superchat](#)
- 3 [hellomateo](#)

TOP URLS CITED BY CLAUDE

- [capterra](#)
- [skill-sprinters](#)
- [fahrschulcockpit](#)

REPRESENTATIVE ANSWER (TRUNCATED)

"Claude responded: WhatsApp-Automatisierung für Fahrschulen WhatsApp-Automatisierung für Fahrschulen Kurz vorab: "WhatsApp-Automatisierung" heißt heute fast immer WhatsApp Business API (Cloud API von Meta) – nicht die nor..."

Full answer: → [companion link](#)



Perplexity prefers Superchat because they show up on superchat.de.

8

of 20 answers mentioned FahrChat

WHAT WE SAW

Perplexity mentions FahrChat in 8 of 20 cells, including 1 cell with a verified source on fahrchat.de — one of only 2 clean URL citations across the entire audit. Top cited URLs in the Perplexity responses: superchat.de, hellomateo, Fahrschule.live. Strongest prompts: discovery-04, reputation-17, reputation-18 (3 of 3 each). Weakest: all pure discovery prompts without brand names — there, Superchat and hellomateo dominate.

WHAT IT MEANS

Perplexity is Reddit-heavy and pulls from the open web in real time. You have 0 Reddit threads (checked site:reddit.com "FahrChat" — 0 hits in r/de, r/Fuehrerschein, r/Fahrschule, r/SaaS) and no trade press coverage. Even so, Perplexity managed to find your domain in one cell — meaning your own JSON-LD and the SoftwareApplication markup are already carrying weight. With one or two additional external proof points, Perplexity is the fastest LLM to jump from "mentioned" to "cited with link".

WHAT TO DO

Quick Win #4 (a high-quality Reddit post on r/Fuehrerschein or r/de — no spam, an honest "built this as a solo driving instructor" story) and Quick Win #5 (a press release via the Heinrich Vogel Verlag track, FAHRSCHULE magazine) will deliver the external anchors Perplexity is missing today within 4–8 weeks.

CATEGORY BREAKDOWN

CATEGORY	CITED / TESTED
discovery	1 / 12
framing	0 / 4
reputation	2 / 2
competitive	1 / 2

you hold ground in head-to-head queries on Perplexity (1/2); lean into "vs" content.

WHEN MENTIONED, AI FRAMES THE BRAND AS: **one option among peers**

TOP 3 COMPETITORS MENTIONED ALONGSIDE

- 1 Superchat
- 2 hellomateo
- 3 Fahrschule.live

TOP URLS CITED BY PERPLEXITY

superchat
heyloha
drivebot

REPRESENTATIVE ANSWER (TRUNCATED)

"WhatsApp-Automatisierung hilft Fahrschulen, Kommunikation mit Schülern zu optimieren, Termine zu planen und DSGVO-konform zu bleiben. Beliebte Tools nutzen die WhatsApp Business API für Chatbots, Erinnerungen und Team-In..."

Full answer: → [companion link](#)

Gemini mentions FahrChat in 20% of tested answers, 4 of 20.

4 of 20 answers mentioned FahrChat

WHAT WE SAW

Gemini mentions FahrChat in 4 of 20 cells, including 1 cell with a verified link to fahrchat.de — the second clean URL citation across the entire audit. Top competitors in Gemini responses: Superchat, Fahrschule.live, Fahrschulheld. Overall, Gemini rarely cites external URLs in your vertical — far more descriptive architecture explanations, workflow tables, "this is how I would build it" answers. Strongest FahrChat references again on the brand prompts reputation-17, reputation-18, competitive-19.

WHAT IT MEANS

Gemini depends on Google Search and follows the index with a 2–6 week lag. Your domain fahrchat.de is observably live, the imprint and privacy pages return 200, and pricing runs via an SPA anchor (which doesn't help crawlers). There is no LinkedIn company page (checked, 0 hits), no YouTube, Instagram, or Facebook page — and therefore no external backlinks from the major social platforms. Gemini will catch up slowly but steadily, once Quick Wins #2, #4, and #5 take effect.

WHAT TO DO

For Gemini, no single lever is worth it — only the sum: once Capterra, Wikidata, a comparison page, a Reddit post, and a press release exist, Google indexes the backlinks and Gemini follows. Realistic visibility jump on Gemini: weeks 8–12 after implementation.

CATEGORY BREAKDOWN

CATEGORY	CITED / TESTED
discovery	1 / 12
framing	0 / 4
reputation	2 / 2
competitive	1 / 2

you hold ground in head-to-head queries on Gemini (1/2); lean into "vs" content.

WHEN MENTIONED, AI FRAMES THE BRAND AS: **one option among peers**

TOP 3 COMPETITORS MENTIONED ALONGSIDE

- 1 Superchat
- 2 Fahrschule.live
- 3 Fahrschulheld

TOP URLS CITED BY GEMINI

- 1 [google](#)
- 2 [google](#)
- 3 [google](#)

REPRESENTATIVE ANSWER (TRUNCATED)

"Die Automatisierung von WhatsApp kann für Fahrschulen ein echter „Turbo“ sein. Anstatt wertvolle Zeit mit dem Abtippen von Terminerinnerungen oder dem Beantworten der immer gleichen Fragen zu verbringen, erledigt das Sys..."

Full answer: → [companion link](#)

5 things to ship this month.

ranked by expected visibility lift per hour of work. snippets are copy-paste ready.

1 High 1-2 h Directly visible in ChatGPT responses to 'best software for driving school' within 4–8 weeks.

gap-fix

Create a Capterra DE listing in the driving-school software category.

The Capterra DE driving-school category exists (source: <https://www.capterra.com/de/directory/31328/driving-school/software>, checked: 2026-05-14), and you're missing. ChatGPT pulls from Capterra for German SaaS recommendations — Superchat and FahrSchulheld already benefit.

[copy-paste snippet](#)

```
Vendor portal: https://vendors.capterra.com/. Required fields: company name, category Driving-School-Software, short description max 300 characters, 3 screenshots (dashboard, WhatsApp inbox, pricing), pricing from €20/mo. After approval: ask 3 beta customers for a review. Template: 'Hi [name], if FahrChat saves you time, 2 minutes for a Capterra review? Link: [...]'. Target: 3 reviews in 14 days.
```

2 High 3-5 h Captures 'vs Superchat' and 'alternatives to Superchat' prompts (discovery-04, competitive-20) for your name.

gap-fix

Publish a comparison page 'FahrChat vs Superchat for driving schools' at fahrchat.de/vs-superchat — with Product + Review schema.

4 more quick wins with copy-paste templates – unlock in your audit

two more.

3 Medium 2-3 h Makes Claude marginally visible in 4-6 weeks (currently 3 / 20 cells). gap-fix

Create a Wikidata Q-item for FahrChat, 'instance of: business / software product', based in Lindau + VAT DE402613336.

4 more quick wins with copy-paste templates – unlock in your audit

4 Medium 1-2 h Gives Perplexity its first real Reddit anchor — the brand is recognized, but the backlink is missing. gap-fix

Honest founder post on r/Fuehrerschein or r/Fahrlehrer — a 'built this as a solo driving instructor' story, domain in the body, no spam.

4 more quick wins with copy-paste templates – unlock in your audit

and the last one.

5 Medium 4-6 h

Closes the biggest gap: no trade-press coverage in an industry with dense vertical media. gap-fix

Press release to FAHRSCHULE magazine (Heinrich Vogel) and FahrSchulPraxis (FLVBW)
— hook: beta launch + Meta Verified.

4 more quick wins with copy-paste templates – unlock in your audit

Want us to draft the work? Schema snippets, Reddit-ready answers, FAQ blocks, comparison-page content. You ship, we draft. [Email us →](#)

12-week roadmap.

the order to ship this in. one focus per week, one deliverable per week.

WK 1

Set up Wikidata + Capterra in parallel

Q-item live, Capterra listing in review pipeline, schema audit on own domain (add Product + Review + BreadcrumbList).

WK 2

Publish FahrChat vs Superchat comparison page

Page /vs-superchat live with Product and Review schema, submitted in Google Search Console, internally linked from footer + pricing page.

WK 3

Reddit founder post + collect 3 Capterra reviews

1 post on r/Fuehrerschein or r/Fahrlehrer (>20 upvotes target), 3 verified Capterra reviews from beta customers.



your personal roadmap – unlock in your audit

13 · THE GIST

01 · VISIBILITY SCORE

29

/ 100

RARELY CITED

02 · 80 BUYER CONVERSATIONS SCANNED

25/80

buyer questions cite you

42%

unbranded discovery rate

63%

branded-query mention rate

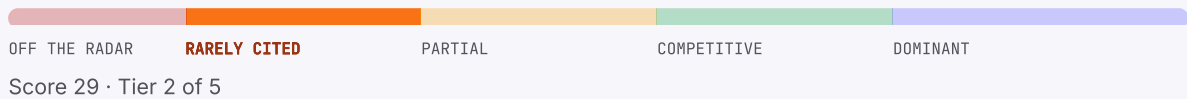
the gist.

three things to take away. one thing to ship this week.

TOP 3 MOVES

1. Create a Capterra DE listing in the driving-school software category.
2. Publish a comparison page 'FahrChat vs Superchat for driving schools' at fahrchat.de/vs-superchat — with Product + Review schema.
3. Create a Wikidata Q-item for FahrChat, 'instance of: business / software product', based in Lindau + VAT DE402613336.

05 · WHERE YOU SIT ON THE 0-100 SCALE



“ in 12 weeks you can reach 40–50. in 12 months: 65–75. the path to earned citations is on the next page. ”



Earn-Citations Prioritisation — [unlock in your audit]



See all 80 raw conversations

No black-box score. Browse every single LLM answer and every classifier verdict below.

YOUR COMPANION LINK

[→ Open companion report](#)

This link is private, only you can open it (signed with a one-shot token). Bookmark it or share it with your team. Valid 12 months.

two ways to keep going.

the audit is one-shot. monitoring and custom done-for-you are optional add-ons.

VISIBILITY MONITORING

€99

per month

ChatGPT, Claude, Perplexity and Gemini re-weight their answers every month. Without monitoring you don't know if your fixes worked, or if a competitor's new Reddit thread just took your spot. Same 80 conversations re-tested every month. Email the moment a competitor passes you. First month free when you come from this audit. Cancel anytime.

start →

CUSTOM DONE-FOR-YOU

on request

quote in 24h

We draft the work; you ship. Schema snippets, Reddit-ready answers, FAQ blocks, comparison-page content. Tell us what you need, custom quote within 24h.

start →

Questions? Email us at hello@aimentionsyou.com

aimentionsyou.com