

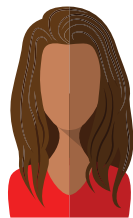
Don't GO DARK GO DIGITAL

What is digital retailing and why is it important to adopt this new way of selling cars?

Digital retailing enables your customers and potential customers to shop from the comfort of their home, or wherever they are. This online process allows them to search and purchase a vehicle on their terms, in their time. By adopting this process, you are establishing trust and transparency that creates a consistent experience for the consumer, every time.

Find out what **73** dealership professionals had to say about digital retailing:

73 dealership professionals were surveyed to gain their insights on digital retailing. We found out how it has made an impact on their automotive sales and how it will affect their current operating model of their on-site sales and service.



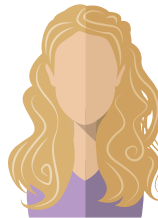
45%
Other



18%
Owner



15%
GM



11%
Sales
Person



8%
BDC
Manager



3%
Service
Manager

We found out **54** dealers were equipped to communicate with customers in an all digital space during the COVID-19 shut down.

18 dealers were only "somewhat" equipped to communicate in an all digital space.

While **1** dealer expressed they were not equipped at all.

Today, more than ever online shopping is the way to keep your business thriving and in front of your customer. It is imperative to focus on adopting digital retailing to meet all the needs of your consumers.

70% of those surveyed expressed it is **absolutely important** for their dealership to deliver personalized marketing communication to customers

While **21%** expressed it was a **"nice to have"**

While **8%** expressed **indifference**.

1% Not important

55 out of 73 dealership professionals expressed they intend to use all means of communication when things go fully back to normal, including email, texting, calling, and direct mail.

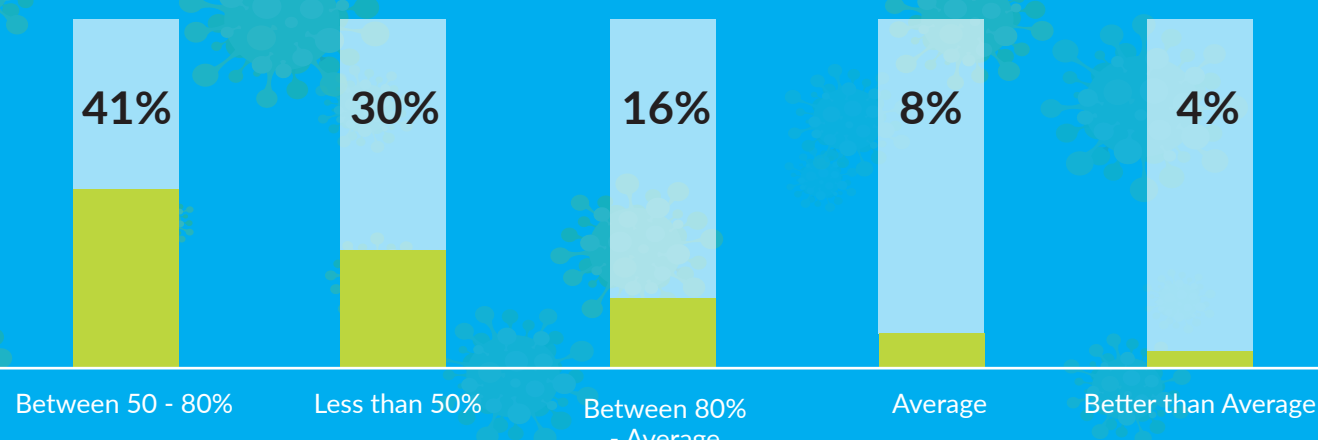
Moving to a digitally dominated customer interaction space means contributing more effort and synchronization between the consolidation of platforms to fully capitalize on all possible opportunities in your dealership market.

37% said that more than a quarter of their monthly sales are made online, proving that customers are making the digital switch in regards to their car buying experience.

How has COVID impacted the automotive industry?

COVID continues to have a significant impact specifically in the service drive. Customers have been maintaining their current vehicles rather than purchasing a new vehicle due to the uncertainty of the economic atmosphere. Digital retailing is just as important on the service side of the dealership as the sales side. Communicating relevant and specific messages to draw customers in is imperative to maintaining your customer relationships and keep a steady stream of returning revenue.

Dealers shared their service drive business during the pandemic compared to how it was before the pandemic hit:



86% of dealers are proactively adapting to the market by providing pick up and delivery options for sales and service visits.

Our surveyed dealership professionals identified the areas their software let them down during the economic shut down.



Digital retailing is about the customer's servicing and buying experience. Every aspect of your communication should be fine tuned and dialed in to provide a positive experience. Ensure your dealership is equipped with a complete and personalized customer experience to never have to miss out on new business. There should be no room left for missed sales, service, or retention opportunities.

Talk to someone about Activator, a customer intelligence platform to better adapt to the increasing digital retailing demand.