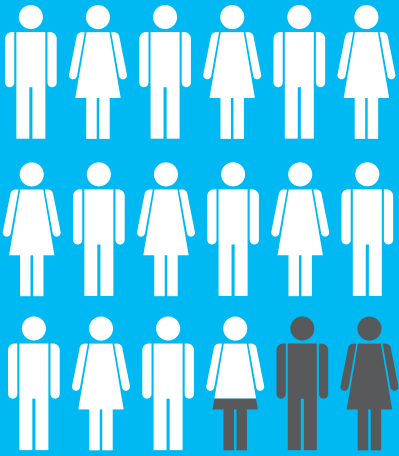


# 6 TIPS TO CREATE A BETTER CAR BUYING EXPERIENCE

A better purchase process pays off for customers and dealerships.

Today's consumers are holding dealers to higher standards of speed, convenience, and personal service. When you use digital tools, you give your customers the car buying experience they want.

## EXPERIENCE MATTERS MOST



**88% OF  
CONSUMERS**  
SAY EXPERIENCE MATTERS  
AS MUCH AS A COMPANY'S  
PRODUCTS OR SERVICES.

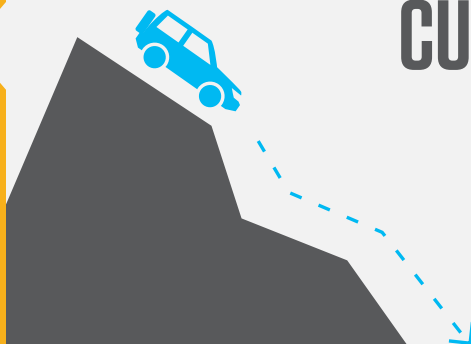
## WHAT YOU CAN DO:

Prioritize adoption of digital processes with tools that remove friction from each deal, giving you more time with your customers and less time looking at screens.

## WHAT YOU CAN DO:

In the face of ever-changing market challenges, focus on the things you can control and work with your team to streamline your digital workflows to provide fast, efficient deals.

## ROOM FOR IMPROVEMENT



**CUSTOMER SATISFACTION**  
WITH THE CAR BUYING EXPERIENCE HAS  
DECLINED YEAR OVER YEAR.

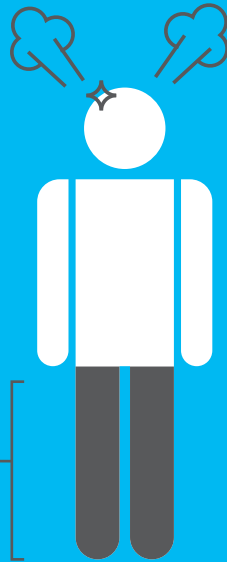
 **-7%**  
FOR USED-CAR BUYERS

 **-1%**  
FOR NEW-CAR BUYERS

## PATIENCE IS AT A PREMIUM

# 39% OF CONSUMERS HAVE LESS PATIENCE

TODAY THAN THEY DID BEFORE THE PANDEMIC.



## WHAT YOU CAN DO:

Speed up the deal and cut down on in-store time with tools like Dealertrack Digital Contracting and Digital Signing. You can also save your customers a trip to the DMV by handling their registration and title electronically with Dealertrack In-State and Out-of-State Registration and Title solutions.

**Dealertrack DMS's Opentrack platform for me is a huge gamechanger because you can integrate with almost anybody in the market, no matter what tool you want to use.**

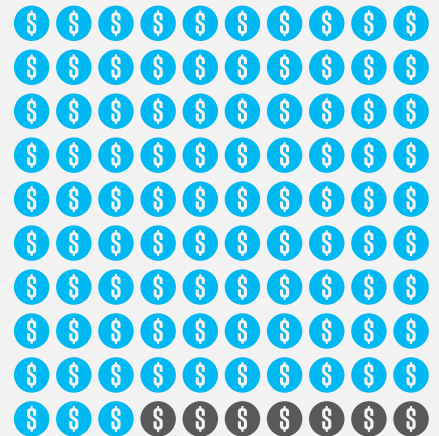
**Jonathan Bowling**  
Operations Director, Liechty Automotive Group

## WHAT YOU CAN DO:

Be sure you have the right integrations to carry customer information from your DMS through F&I and registration and title, so you don't have to ask for it over and over.

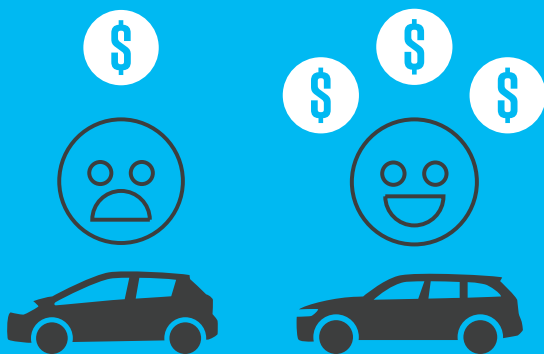
## CONNECTIONS COUNT

**93% OF CONSUMERS  
SAY THEY  
ARE WILLING  
TO SPEND MORE  
WITH COMPANIES THAT DON'T  
MAKE THEM REPEAT THEMSELVES.**



## RETAIN AND GAIN

**\$600/YEAR**  
IS SPENT ON  
ROUTINE CAR REPAIR  
AND MAINTENANCE  
PER CUSTOMER.



## WHAT YOU CAN DO:

Make sure this money goes to you –not a competitor– by providing excellent customer experience, a friendly sales-to-service handoff, and using technology that empowers your customers to complete more of the service process on their time and terms.

## WHAT YOU CAN DO:

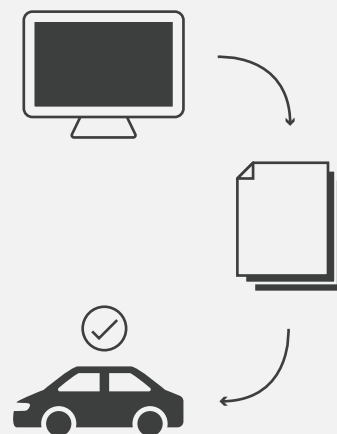
Examine your workflows through a customer lens and add to or upgrade your digital tools to make sure every customer leaves the lot happy.

## MAKE YOUR TO-DO LIST

70% OF DEALERS SAY

**CREATING EFFICIENCIES  
IN-STORE**

FOR THE SHOPPER IS THEIR MOST  
IMPORTANT PRIORITY.



Dealertrack is the leading provider of integrated dealership technologies and the only automotive retail solutions provider backed by the power of Cox Automotive. With best-in-class sales and F&I software and the most flexible, easiest-to-use Dealer Management System, **Dealertrack empowers your dealership to improve profitability and customer satisfaction.**

**GET STARTED >**

### SOURCES:

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(<https://www.salesforce.com/news/stories/customer-engagement-research/>)

2: Cox Automotive 2023 Car Buyer Journey

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