Digitizing Your Dealership to Create a Hybrid Retail Experience

Blend online and digital processes in six easy steps.

Today, there's no such thing as digital retail or in-store selling—it's all just a part of retail. And the most successful dealerships are integrating online and in-store processes into a hybrid retail experience that saves time, builds trust, and improves the car buying experience. This simple checklist will help you balance online processes with digitally supported in-store steps to build a unified retail experience that meets the demands of today's customers.

☑ SHIFT YOUR MINDSET

The first step toward increased digitization is to change the way you think about digital interactions and customer relationships. Digitization isn't just about faster deals and more leads—it's actually a way to deepen your connection with customers. Our technologies ensure that you do both!

43% of dealers say digital retailing creates a more personal connection with shoppers.

Fewer dealers than ever view digital retailing as a barrier to forming personal connections with buyers.

☑ COLLECT PERSONAL DATA

The key to creating more meaningful personal connections is to collect and incorporate personalized shopper info into the retail process through relevant recommendations.

74% of shoppers are willing to share personal information with dealers online.

As they interact with our F&I tools, consumers are most comfortable sharing the following types of data with dealers online:

- **Personal data (such as income and credit score)**
- **Vehicle data**
- **Online / social media data**

Source: Cox Automotive, Build Shopper Trust with a New Approach to Selling, 2023.

☑ ELIMINATE REPETITIOUS PROCESSES

Collecting information from your customers is a key to success—but customers should only have to provide the information once as they move through the F&I and RTS process. Ensure, through data continuity, that shoppers never have to repeat a step in store that they already completed online.

97% of dealers say that customers complete steps online and repeat them in-store.

Among those who reported that customers are repeating steps, 46% said that it decreases customer satisfaction.

☑ USE TOOLS (AND DATA) YOU CAN TRUST

When a customer offers up a piece of personal data, trust it! According to research, the dealer's desire to verify the accuracy of information submitted online is the main reason customers are repeating steps in-store.

8% of dealers report that they completely trust the accuracy of consumer information submitted online.

☑ IMPLEMENT A TRULY HYBRID APPROACH

Research shows that shoppers and dealers prefer to complete some steps of the car buying process together in person. They may not want to re-enter data, but they do often want to review the information they submitted online before moving forward—and our tools make it easy.

75% of shoppers indicated they are interested in working together to continue the purchasing process on a tablet or other digital tool.

☑ BE TRANSPARENT WITH YOUR PRICING

Revealing pricing to your customer may initially feel like losing control of the deal, but most dealers agree that transparency is beneficial because it builds trust, which increases the likelihood closing a deal. When you use our tools to increase transparency the customer is more likely to close the deal, come back for service, recommend the dealership to their friends, and continue purchasing cars in the future—increasing their lifetime value.

81% of dealers agree that price transparency positively impacts customer experience.

Today's dealerships don't get to choose between digital retailing and in-store selling because customers demand a seamless, sensible blend of both. By building a hybrid retail process, dealerships can develop deeper relationships with customers, cultivate trust, save time, and close more deals.

Source: Cox Automotive, Build Shopper Trust with a New Approach to Selling, 2023.

Ready to take the next step toward digitizing your dealership?
Download our eBook: Build Shopper Trust With a New Approach to Retailing.

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