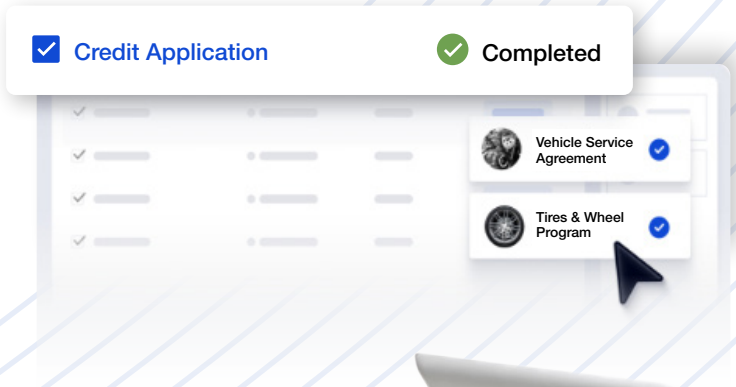
Dealertrack
by Cox Automotive

Reducing Downtime and Financing Friction for Car Buyers

How Control, Support, Education, and Transparency Win Customers





Cox Automotive

Autotrader · CentralDispatch · Dealer.com · Dealertrack · EV Battery Solutions · FleetNet America · Fleet Services · Kelley Blue Book · Manheim · NexGear Capital · vAuto · VinSolutions · xtime

INTRODUCTION

Consumer Satisfaction Trends Are Changing

A cheerful greeting, a firm handshake, and a sincere “thank you” used to be enough to keep customers coming back. And while friendliness and personal rapport are still important, in today’s tech-driven world, achieving peak consumer satisfaction requires so much more.

Consumers want digital tools that provide personalized, convenient experiences that address their questions, needs, and concerns. In automotive retail, these digital tools (and the experiences they provide) are the main drivers of consumer satisfaction. They include:

- Personalized deal terms and financing recommendations
- Education about financing terms, fees, and other deal components
- Customized recommendations for F&I products
- Omnichannel options and picking up in-store where a customer left off online

This short guide will explore ways you can improve shopper satisfaction at your dealership and the tools you can use to deliver on the four key drivers:

01 HELPING CAR BUYERS FEEL IN CONTROL OF THEIR DEALS

02 THE HUMAN ELEMENT OF THE DIGITAL DEAL

03 THE MORE CUSTOMERS KNOW, THE BETTER

04 THE VALUE OF TRANSPARENCY

CHAPTER 1

Helping Car Buyers Feel in Control of Their Deals

Today's consumers—including your customers—want to be in the driver's seat of their deals. Thanks to experiences they get in other industries, they're used to taking control and completing steps on their time (usually online), before they interact with anyone in person.

Car buyers like to research their purchases online, so the more dealers offer in terms of car buying information, the better. Giving your customers this sense of control builds trust and reduces the stress associated with buying a car. The more clarity and information you can offer upfront, the more confident and comfortable your customers will be—and the more likely they are to walk away satisfied.

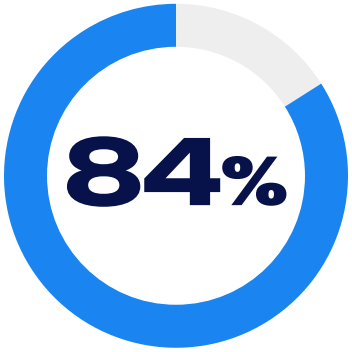
What You Can Do:

Use solutions that provide ample information about the car buying process.

Empower your customers to complete more steps of process online, before arriving at your dealership. This gives them a greater sense of control over their experience than those who handle the whole transaction in person.

For financing, AI-driven insights using real-time data from third-party sites and your dealer websites help your sales managers collect enough information about your customers to put together a deal that makes sense for them and for your dealership.

KEY TAKEAWAY



of omnichannel buyers feel a **sense of control** over the car buying process.[1]

CHAPTER 2

The Human Element of the Digital Deal

Digital experiences don't happen in a vacuum. Even if your customers want to start the car buying process online, most (if not all) will eventually want to interact with you to ask questions, take a test drive, and get a feel for what it's like to buy from your dealership.

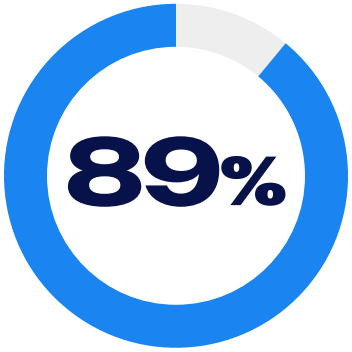
When your team is equipped with both insights about the shopper and your inventory, you can deliver recommendations that truly align with each customer's needs, while giving them the experiences they're looking for when buying a car.

What You Can Do:

Give your staff the information they need to deliver on shoppers' high expectations.

With an in-depth view of the shopper based on information they've entered online—including their desired payment ranges and vehicle preferences—your staff can proceed with personalized recommendations based on each shopper's unique needs and interests.

KEY TAKEAWAY



of dealers offering personalized deal terms/ financing recommendations saw **improved customer satisfaction** year over year.[1]



CHAPTER 3

The More Customers Know, the Better

Consumers have more choices than ever. And while they do their research, they also want to feel informed. After all, the car buying process can be confusing, leaving many shoppers with feelings of uncertainty. **If you can educate your customers about negotiations, price calculations, and financing, you can provide a better experience, gain trust, and earn their loyalty.**

When evaluating F&I products and going through financing, as much as 29% of consumers struggle to understand the real cost/benefit. One consumer said, "During the selection of warranty programs, there was no written or printed information to review, and the finance person was simply insisting I sign up without having the facts in front of me."

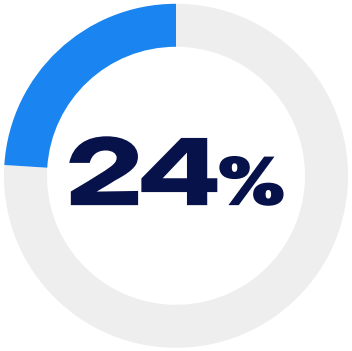
This is not just a deal completion issue. Making sure customers understand their aftermarket selections is also a legal compliance requirement. Creating a high level of transparency helps with customer trust, satisfaction, and compliance.

What You Can Do:

Streamline the financing process and personalize the experience for your customers—online, in-store, or using a combination of both.

Look for workflows that reduce the time your customers might otherwise spend waiting. Use solutions that ease the financing process—the phase of the deal that frequently makes car buyers reconsider going through with their purchase. Make sure your F&I workflows include a way to present F&I products clearly and consistently. Increasing dealership efficiency helps boost customer satisfaction with the support of data, transparency, and knowledgeable staff.

KEY TAKEAWAY



of car buyers consider **dropping out** during their car buying journey. Of those, **44%** consider abandoning their purchase while negotiating the deal and **21%** when applying for credit.[1]

CHAPTER 4

The Value of Transparency

Nearly 75% of car buyers report higher satisfaction when the purchase process is transparent, and all vehicle details are clearly communicated upfront. This shouldn't come as a surprise. Today's shoppers are prepared—they've already narrowed down their vehicle choices, budget, and trade-in info before stepping foot into your dealership. And they expect pricing consistency from online listings to the final paperwork.

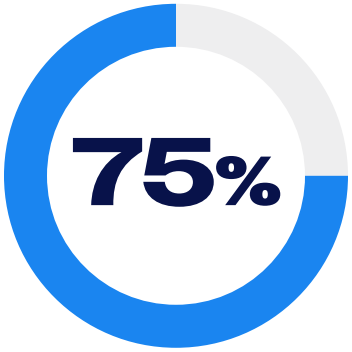
What You Can Do:

The data shoppers share online should flow instantly from third-party sites and your dealership's platforms into your DMS, giving you immediate access to key insights about your customers.

Only Cox Automotive gives you access to data from **82 million shoppers** across Autotrader and Kelley Blue Book.

This data access not only streamlines the buying process for your customers, leading to better experiences; it also improves close rates and boosts profitability. Look for a DMS that uses AI and intelligent automation to spot duplicate entries and data errors, helping your team maintain cleaner records and giving your customers the most current information.

KEY TAKEAWAY



of car buyers report **higher satisfaction** when the purchase process is transparent.[1]

CONCLUSION

Stay a Step Ahead of the Satisfaction Trends

Even as consumer satisfaction trends continue to change, your dealership can give customers everything they want with the right tools, technologies, and commitment to providing a top-tier experience.

Dealertrack DMS and F&I solutions can help deliver on high customer expectations across the ownership journey, leading to increased loyalty, a greater likelihood of repurchase, and a higher probability of returning for service. As for your dealership, all of this translates into greater profitability, higher close rates, and an improved bottom line.

To learn more about the drivers of customer satisfaction and how Dealertrack can help you build a better experience, **visit Dealertrack.com.**

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1. *Cox Automotive 2025 Drivers of Car Shopping Satisfaction Study.*

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