

## CONSUMER EXPERIENCE

Number of customer visits to the dealership is down to...

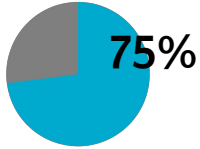


Dealerships ask customers to provide their information... **3.2x**

What's your name ?

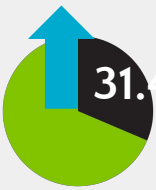
What's your name ?

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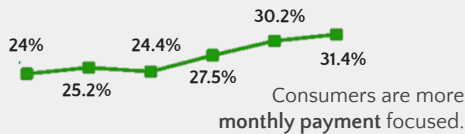
**75%** of the consumer shopping experience is done online

57% of consumers have made a decision before they talk to a dealership.



### PAYMENT FOCUS

**31.4%** of vehicles today are leased versus 24% five years ago



## CLEAN DATA



**\$6,000,000,000**

Dirty data costs U.S. businesses **\$6 billion** annually

## EQUITY MINING



Leverage your ecosystem with the **2 for 1** strategy

For every **one** unit you buy from a consumer, they buy **one** from you.

## APPRAISALS AND ACQUISITION

Price spread between auction/trade take-in price and retail listing price has tightened since 2008



Tightening retail listing price **variability** between the low and high price of a vehicle



## ASK YOUR DEALER ...

### consumer experience

As a dealer, do you feel removed from the consumer shopping experience today more so than the past?

How do you meet today's consumers' expectations for a satisfying vehicle purchase experience?

Do your tools / solutions force your consumers into a process that causes dissatisfaction?

Does your current solution align to a positive consumer shopping experience with engagement and interaction with the consumer in-store, on the lot, or out of the store with greater transparency?

With the number of visits to the dealership dwindling, what's your strategy to get the sale?

How much time does your staff spend re-entering key information during the deal?

How many times is your consumer asked for the same information? Are you aligned with offering the best consumer experience?

### payment focus

Do you provide multiple payment options to every consumer every time?

Are you leveraging quoting and presentation solutions to retain profit and still providing consumers flexible options when it comes to terms and payments?

### clean data

How much are you wasting in marketing dollars?

Do you have duplicate consumers in your database?

How do you know a consumer no longer owns a vehicle?

Are you cleaning only your CRM data or all data?

Are you dependent on auctions to acquire vehicles for your inventory?

### equity mining

Are you focused on acquiring the most profitable vehicles for your inventory?

Do you use the 2 for 1 strategy to acquire and sell vehicles?

### appraisals & acquisitions

What data driven tools are you using to be competitive and drive profit margins?