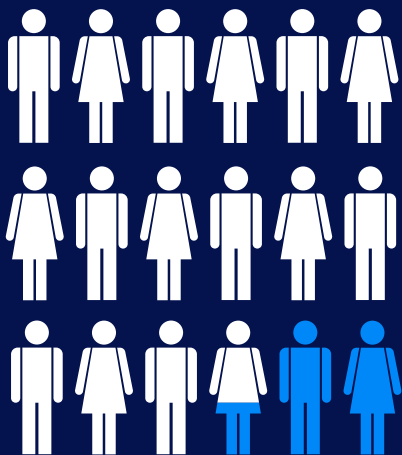


# 6 Tips To Create A Better Car Buying Experience

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.



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, so you don't have to ask for it over and over.

## Connections Count

**93%**  
**of consumers**

they are willing to spend more with companies that don't make them repeat themselves.



## Retain And Gain

**\$600**  
**per 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.

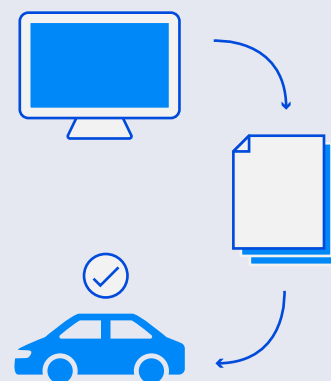
## What You Can Do:

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** >

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