


# How Auto Dealers Can Gain More Customers Over the Phone



This eBook was created in partnership with Cisco and CDK Global.

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## Table of Contents

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**03** INTRO

**07** DRIVE REVENUE WITH  
ANALYTICS

**04** OPTIMIZING CALLS AT  
THE DEALERSHIP

**08** SUMMARY

**05** SHAPING CALLER EXPERIENCE

**09** RESOURCES

**06** RECOVER MISSED  
OPPORTUNITIES

## Intro

Consumers are hesitant to return to in-person car buying, so dealers need to be ready to engage virtually to compete in a dramatically tighter market for 2021 and beyond.

Dealers are in the “people business” and need to ensure the customer experience matches expectations – no matter if they’re at home or in-store.

Customers still want and need to build relationships with people at the dealership to validate their purchase decision.

Phone calls at the dealership remain a critical way for dealers to connect with consumers and build relationships.

Learn how to make the most of your calls to gain new customers — and keep the ones you have coming back — by:

- **Optimizing** calls
- **Shaping** the caller experience
- **Recovering** missed opportunities
- **Driving** revenue with analytics

## Optimizing Calls At the Dealership

### Phone Ups are on the rise.

Calls influence \$1 trillion in U.S. consumer spending annually. There is large revenue potential for dealers to optimize their calls. In our mobile-first world, calls are often the most convenient way for customers to convert.

### Phone Ups are the most valuable conversions dealers can drive.

Consumers that call the dealership have a higher intent to move forward on their purchase journey resulting in a faster call conversion rate.

### Tracking calls helps you ensure the dealership is not missing valuable, high-intent shoppers.

It also allows you to measure the success of campaigns to stretch your advertising dollars to convert more leads.

Once the consumer reaches the dealership, quickly gain a full view of the customer journey to help you identify leads and opportunities by integrating your call data with the CRM.



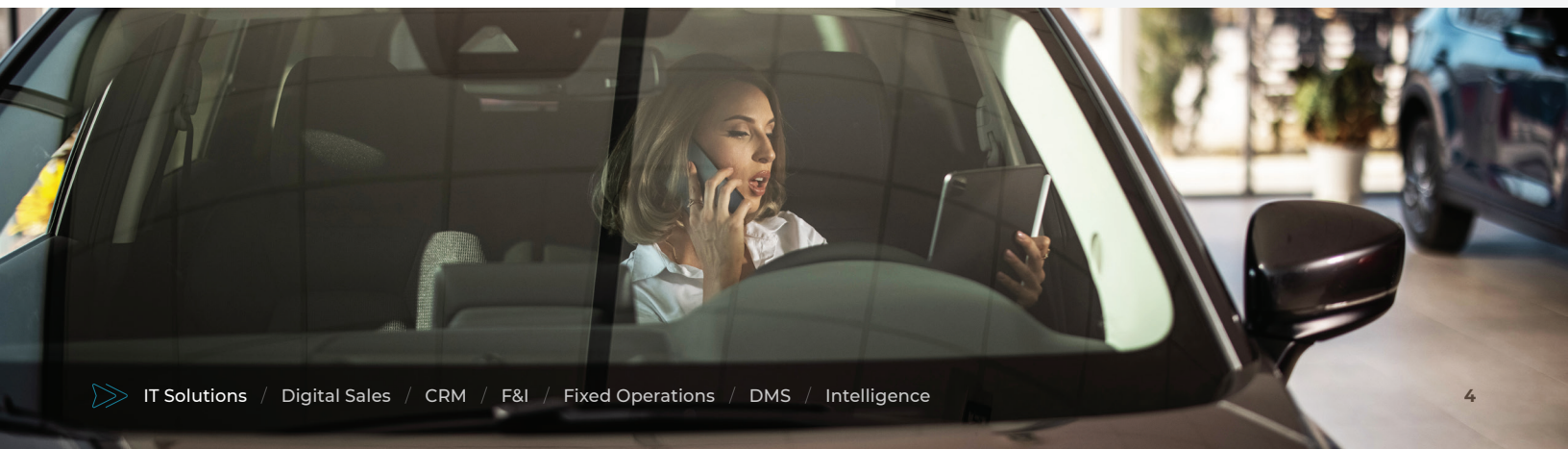
# 1/3

**shoppers use their mobile phone to locate a car dealer,** and within a week of finding the dealership they want, they'll be on the lot.<sup>1</sup>



# 10-15x

**Calls convert to revenue 10-15x** more than web leads.<sup>2</sup>



## Shaping Caller Experience

Phone calls are often the first point of contact consumers have with the dealership. Providing a great experience is key to keeping them engaged and coming back. **Caller experience is largely shaped by two things — your employees and your call flow.**



**80%**

of buyers  
**prefer** the  
phone<sup>1</sup>

Employees have the largest impact on your customer's experiences. How your employees handle calls, have a direct affect on Sales and Service revenue. Are they driving the type of experience you want your consumers to have? Are they asking the right questions? Are they setting appointments?

This can make or break gaining and keeping potential customers for the dealership.

The other impact to caller experience is call flow. Call flow has to do with how calls are being efficiently routed in the dealership. Did the call get answered? Did the caller get bounced around? Sent to voicemail? Stuck in a phone tree? Did they drop?

When a consumer calls the dealership and experiences frustration, either with an employee or call flow, like being trapped in an automated system, they quickly move on to the next dealership in search of a better experience.

**Having visibility to how employees handle calls and how calls are being routed helps you provide a better caller experience to keep consumers engaged.**

### Answer the questions...

**82%**

of consumers say the **number one** factor that leads to a great customer service experience is **having their questions answered and issues resolved quickly.**

**Dealers who answer ALL of the customers' questions are rewarded.**

**81%**

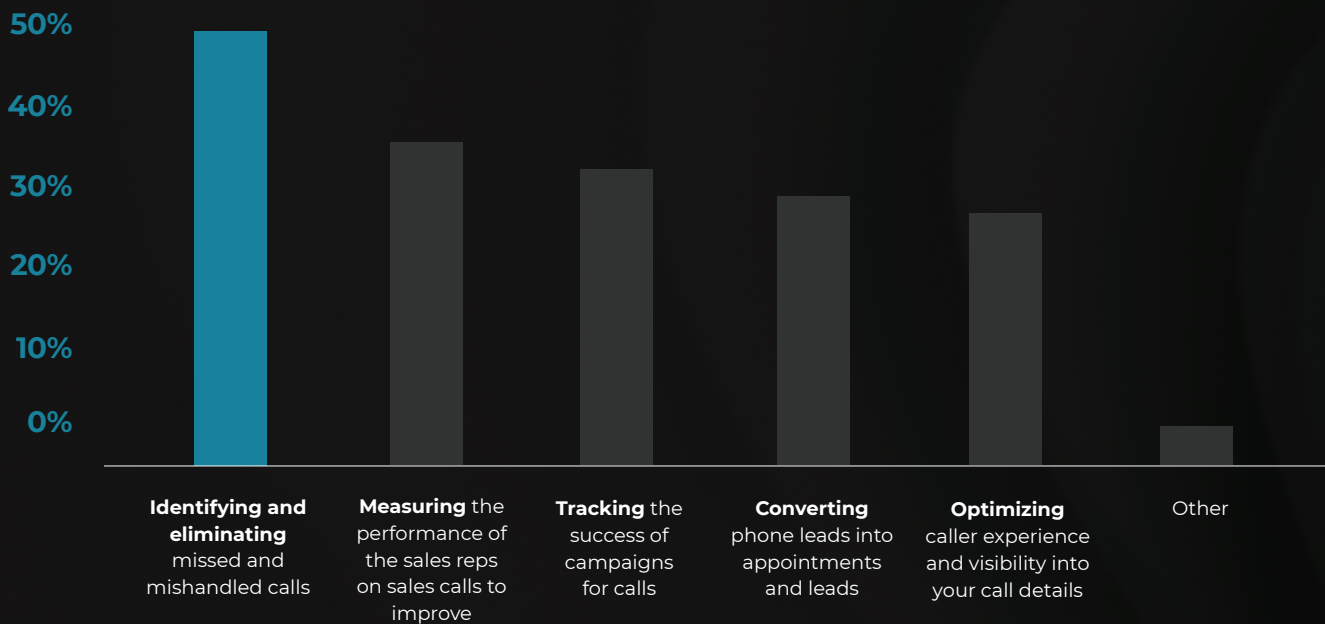
of shoppers still engage with the **first dealership** they contacted.<sup>1</sup>



## Recover Missed Opportunities

Managing missed and mishandled calls is a top challenge for dealers. On average, dealerships are missing 19% of all their calls. That's not a percentage that any dealer finds acceptable. In a recent CDK survey, we heard from dealers on their top challenges around call handling.

### Biggest Challenges Related to Call Handling<sup>3</sup>



Reports or dashboards can make it cumbersome to identify problems and 27% of dealers we surveyed simply do not have the staff to manage this.

**Call tracking tools that work with your CRM can help recover missed opportunities. This lets you convert more phone calls to sales and appointments while providing a better dealership experience.**



## Drive Revenue with Analytics

### Convert more phone leads into appointments and sales.

Phone calls provide dealers with a wealth of knowledge. The key is unlocking that data and translating it into something meaningful and actionable. Dealers who track their calls and measure call outcomes are able to gain valuable insights to provide a better caller experience and capture more customers.

Dealers can capture missed opportunities by reviewing calls. There is often opportunity left on the table during calls that employees miss.

# 54%

of consumers would buy from dealers who provide **better experiences** compared to lower prices. <sup>5</sup>

# 72%

of dealership employees **don't ask** the caller for an appointment<sup>1</sup>

# 35%

**did not suggest** an alternative if the caller's vehicle of choice was already sold<sup>1</sup>

# 25%

of mishandled calls can **be converted to sales** by calling the lead back<sup>1</sup>

By leveraging call analytics, Sales and Service Managers can detect issues like these and provide coaching, pushing their employees to ask for appointments, and setting up alerts for mishandled calls so they can quickly call back to correct the issue.

**Dealers who leverage call analytics to make the most of their calls are gaining new customers and keeping existing customers coming back.**



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How Auto Dealers Can Gain More Customers Over the Phone

## Summary

Phone calls are one of the most powerful tools dealers can use to gain new customers and keep their existing ones coming back.

With the right tools and processes, dealers can convert more calls into sales, capture missed opportunities, and provide a better caller experience to increase revenue.

Having the right collaboration solutions to engage customers when they call is what will separate you from the competition so you can succeed in today's market — and beyond.

**To learn how you can advance your collaboration processes, contact your local CDK Sales Representative, call 888.424.6342 or visit [cdkglobal.com/collaboration](https://cdkglobal.com/collaboration).**



Gold Certified

Master Specialized in Collaboration

CDK Global is a Cisco Gold Certified partner in the U.S., allowing us to incorporate the deepest level of Cisco Lifecycle Services expertise into our offerings and demonstrate a measurably high level of customer satisfaction.

## Why CDK IT Solutions?

Our IT Solutions help you stay competitive with an enterprise grade, secure network designed to meet your needs and budget. Our team enables dealers to focus on selling vehicles and servicing their customers by providing reliable, trusted and secure IT solutions that help reduce expenses, protect against cyberthreats and increase productivity.



**Largest IT Solutions provider in the industry**

**20+ years of proven experience**

**Over 8,500 networks built and monitored**

**More than 10,000 sites supported with IT services**

**Over 4,000 dealers use our Managed IT Services**



## Resources

<sup>1</sup> Marchex

<sup>2</sup> Forrester

<sup>3</sup> CDK Study, 2020

<sup>4</sup> Autotrader

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