

CDK GLOBAL[®]

Reshaping Consumer Engagement



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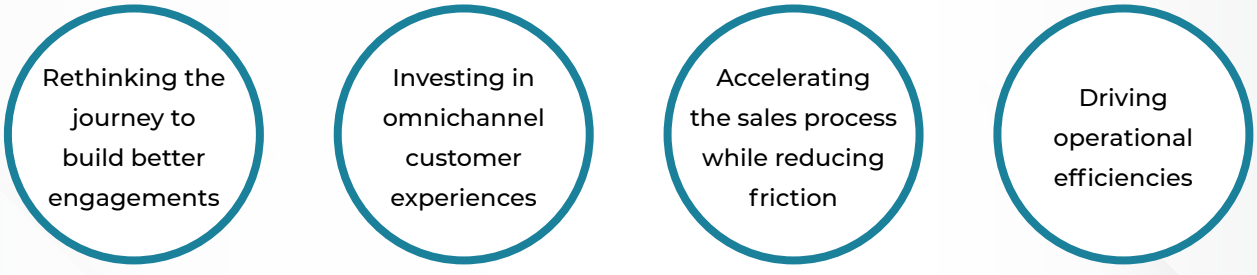
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Intro

During the the past two years, millions of consumers became increasingly comfortable with virtual engagements. As this new normal set in, we quickly learned that the best experiences are the ones that are customized and connect to the customer. People expect to have such experiences like these across their brand interactions, whether it's paying for coffee, ordering a pizza, getting a loan or buying a car.

Successful dealers are meeting this challenge by integrating communications and collaboration technology into the customer journey. This helps dealers provide experiences that will build and support relationships with customers over the life of the vehicle and beyond.

Drivers for transformation include:



Rethinking the journey to build better engagements

Investing in omnichannel customer experiences

Accelerating the sales process while reducing friction

Driving operational efficiencies

Rethink the Journey to Build Better Engagements

Consumers are engaging with dealerships in a variety of different ways — in-store and virtually.

Dealers are having to rethink how they're reaching customers at every stage of their engagement to remain competitive.

Consumers want a modern dealership experience that's easy and on their terms. As technology and consumer trends evolve, successful dealerships are adapting their communications to provide more ways customers can connect with them.



Hybrid Is the New Way of Doing Business

Building a seamless bridge from online to in-store to virtual is critical for delivering the connected and personalized buying experience consumers want.

Dealers who can offer a hybrid approach between the traditional experience and the virtual experience are thriving. They're able to streamline the sales process for a better, faster and consistent experience that results in more sales and happier customers.

Providing a Trusted And Familiar Experience is Key

While consumers have shown a willingness and preference to engage in different ways throughout the buying process, they still want to feel that trusted and familiar process even if it's done virtually.

The good news is this is what dealers do best — build relationships. Dealers are seeing the need to shift from how they've always done business to new methods of engaging in a more personal way.



While **80%** of shoppers start their journey online, the majority (**68%**) still want to come to the dealership to finalize the deal in store¹.

Examples of How Dealers Can Shift Their Engagement:



Pivoting the sales team to handle video calls helps provide customers a familiar experience while fostering relationship building virtually



Screen sharing allows sales to provide a guided and customized experience through the build, price and credit process



Using texting provides an easy way to get quick responses and stay connected to customers



Using online personal rooms to centralize documents and links helps make the contracting and e-sign process easier

Invest in Omnichannel Customer Experiences

Collaboration in the modern dealership has evolved.

Chat, email, voice, video, text — none of these are new, but all are necessary to craft a modern omnichannel collaborations strategy that can adapt to meet customer needs and preferences.

The pandemic provided dealers with a good test. It highlighted the gaps and allowed some dealers to invest in creating the types of experiences that customers want.

Beyond adopting the right mindset and culture, one of the key enablers is creating the right kind of technology environment. Adapting quickly and effectively can be hard if you're battling against older systems that are difficult to extend, scale or otherwise change.

The Value of the Cloud

Many dealers discovered that their existing communications, collaboration and productivity tools couldn't handle the sudden change in the nature and level of demand from both their employees and customers.

We're seeing an increase in adoption of cloud-based collaboration solutions that allow the dealership to provide more flexibility and responsiveness to their customers and provide more agility to handle changes on demand.

Investing in the right technology can make all the difference. COVID-19 brought these constraints into clear focus — those who struggled to survive and adapt with legacy technology vs. those who were agile enough to quickly make changes and thrive.



67%

Agree / strongly agree the pandemic has accelerated adoption of cloud-based communications, collaboration and productivity tools².

Accelerate the Sales Process While Reducing Friction

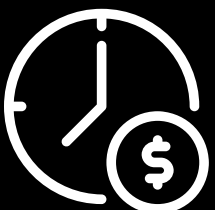
To provide consumers with an easier and faster car-buying process, dealers are considering omnichannel communications. This accelerates the sales process by eliminating extra steps, time and friction points to make their customers happier. And the less time they spend in the dealership, the happier they are — customer satisfaction is highest within the first 90 minutes in store; after that it begins to drop off ³. Moving from traditional sales toward a better customer experience also helps dealers engage more diverse buyers.

There are many touchpoints in the customer journey dealers need to consider. Streamlining these to work together without friction so the whole experience is optimized for the consumer is a challenge. For example, ensuring that customers aren't asked to repeat the same information provides a personalized experience that makes them feel valued. When this omnichannel approach comes together, consumers can choose how they engage with the dealership, and the dealership can provide a guided, customized experience that allows them to develop a lasting relationship.



54%

Consumers that would buy from dealerships who provide better experiences compared to lower prices³.



1 hour

Customer expectation of how long it should take to close a transaction from the time they step in store⁴.

Drive Operational Efficiencies

The pandemic has forced many dealers to use collaboration technology to get work done more efficiently — often with less people.

The reimagining of the modern dealership has been underway for some time, but the pandemic has highlighted how unprepared many dealers are for this shift. Dealers that have already implemented the right collaborative technology experienced relatively little disruption. They had the flexibility they needed for their employees to work in the office or at home and still provide an efficient experience.

This kind of flexibility gives dealers a competitive advantage and provides a better collaborative environment. This all starts with having the right technology and processes. Transformation can be extremely difficult if you don't have the right environment — mainly the people, process and tools.



“In this new world, we have a constant chat window open. Important questions now get answered very quickly.”

Modern collaboration tools have already become the “new normal” for many dealers.

Some dealers had already invested in communication and collaboration tools that were underused. Sometimes it's hard to appreciate the value of technology until you need it or experience it, whether by choice or necessity. Some still have a problem with driving adoption and end up with solutions in place that simply aren't being used. The fact that many dealers are now actually using technology that was previously available but ignored is a significant shift in mindset and culture.

Collaboration technology not only helps to provide a more connected and customized customer experience, it also empowers employees to work more efficiently.



54%

Agree / Strongly Agree

People are actually using technology that was already available to them but previously rejected or ignored².

Summary

The pandemic pushed both customers and dealers to change the way they engage with each other, and these new expectations are here to stay.

The traditional car-buying experience has been reshaped, yet consumers still want that familiar and trusted experience.

Bridging that gap between online to virtual to in-store by integrating omnichannel communications and collaboration technology into the customer journey gives consumers choices to engage on their terms. This helps dealers provide a customized and personal experience that can effectively help grow their business.

Having the right solutions can make all the difference.

To learn how you can advance your omnichannel collaboration processes, contact your local CDK Sales Representative, call 888.424.6342 or visit 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

¹McKenzie Report, 2020

²Cisco / FreeForm Dynamics, 2020

³AutoTrader

⁴Deloitte 2021 Global Automotive Consumer Study

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