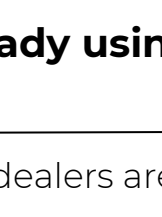


Five Ways Your Auto Dealership Can Benefit From Artificial Intelligence

What We Learned From Our Survey

Investments in Artificial Intelligence (AI) and its range of technologies, including Machine Learning (ML) and Natural Language Processing (NLP), are happening in **automotive retail** today.



Already using AI

68% of dealers are already using AI or plan to do so within the next three years



Predict high AI adoption

56% of dealers who plan to use AI anticipate positive outcomes



Need more education on AI

25% of dealer respondents don't know how AI can be used at the dealership



Positive impact from AI

68% of dealers using AI report having already felt a positive impact

Solving Business Problems With AI

1

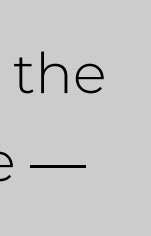
Employee and Skill Shortages

59% of dealers

agree that employee and skill shortages are their top challenge.

High employee turnover is one of the main causes, making it difficult for dealers to maintain desired skill levels required to run their stores.

Improve Sales Efficiency



Use AI to help create more targeted lists of customers who are more likely to be in the market to buy a new vehicle —

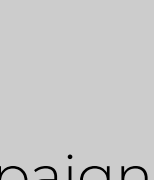
saving employee time and improving **sales success** rates.

Improve Service Tech Skills



The combination of AI with repair order data can be used to guide Technicians during an inspection process. This helps them **improve their skills** and **become experts** much faster, which leads to higher quality service and **customer satisfaction**.

Improve Marketing Efforts



Use AI to **improve marketing** efforts and campaign ROI by looking at data and customer profiles to target new Sales and Service customers.

Increase Appointments



Use NLP to detect the sentiment of customers calling into the dealership so you can better handle calls, which leads to **more Sales** and **Service appointments**.

2

Attracting New Customers

In the competitive automotive retail landscape, dealers are striving to find creative ways to attract new customers.

43% of dealers

using AI are seeing AI-derived benefits in converting sales leads as well as in attracting new customers.

50% of dealers

who haven't yet deployed AI are excited about the possibilities of attracting new customers.

3

Employee Burnout

The automotive industry is going through major changes which is creating employee stress and burnout for dealers.

New consumer expectations, growing competition and evolving vehicle technologies are creating different skill requirements, and putting pressure on **Sales** and **Service** teams to deliver.

Improve Employee Productivity



Use AI to simplify workflows, do **intelligent searches**, and **automate mundane** and **repetitive tasks**. This can help boost employee morale by freeing their time to focus on the more purposeful and enjoyable parts of their job.

Improve Customer Experience



According to an employee experience survey by IDC, 85% of respondents agreed that an improved employee experience and higher employee engagement translate to a better customer experience.

Save Time and Increase Efficiency



Help Sales teams **gain time** and become **more efficient** with an AI-powered virtual assistant integrated into your CRM that communicates with customers 24/7 in a human-like way — through email, text and chat.

Rekindle Interest



Virtual assistants can also be used to routinely reach out to dormant leads and attempt to rekindle interest.

4

Converting Sales Leads

With current demand and supply challenges, many dealers are looking for ways to streamline expenses and do more with less. This means having smaller Sales teams who have less time to search for lead opportunities, in addition to the other monotonous tasks they perform daily.

56% of dealers

are using AI to assist them in identifying and targeting qualified sales leads.

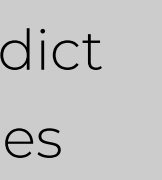
5

Retain Existing Service Customers

Third-party repair shops are taking over the market, causing dealers to rethink how to differentiate their customers' experiences.

We know that **trust** plays a key role in retaining and winning back customers for **service**. With the right mix of AI technology and customer-focused strategies, dealers can provide more proactive and personalized service that leads to higher **customer satisfaction** and loyalty.

Build Trust



AI can be used to improve vehicle diagnostics and predict failures long before the issues occur. By being proactive, dealers can demonstrate their expertise, which helps **build trust** and **improve retention**.

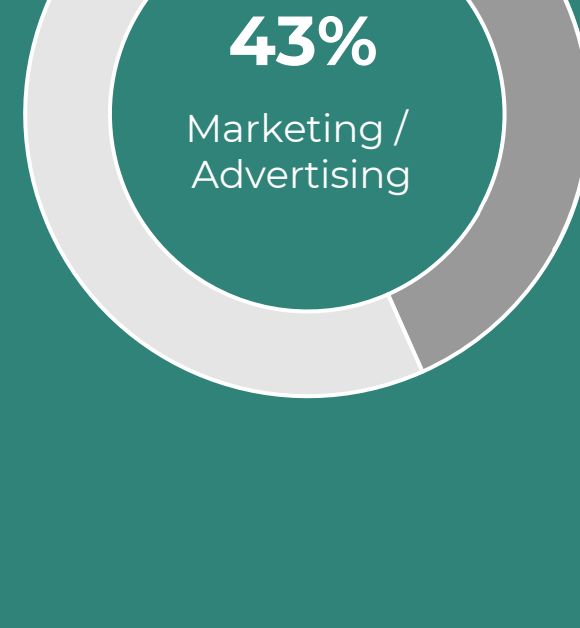
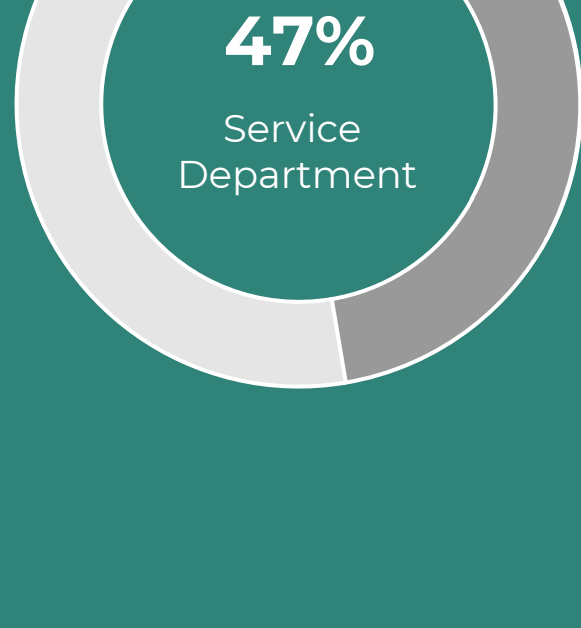
Grow Service Revenues



47% of dealers

using AI today are using it in the Service department to provide better **customer service** and **increase revenues**.

Who Is Benefiting the Most From AI?



Dealers Are Optimistic of AI's Benefits

What are dealers saying?

"We use it for Sales and Service leads. We can connect customers with the right person who can provide updates on customer purchases and services"

Sales Manager

"It helps my team be proactive with clients. Knowing their needs before they do and allowing us to provide an effortless ownership experience."

General Manager



Next Steps

Dealers must keep in mind that data is the fuel for any AI initiative. Consider a solution that combines data with analytics and AI, to provide the insights needed to solve business problems and identify opportunities:

Step 1

To bring in an initial positive ROI, AI can assist the Sales department in finding qualified opportunities.

Step 2

To win and retain Service customers, AI can deliver proactive and personalized service that helps build trust.

Step 3

To solve staffing challenges, AI can help simplify resource intensive tasks and augment employee skills.

Resources:

CDK Global Research Study: What Automotive Dealers Think About Artificial Intelligence
IDC Market Analysis Perspective 2021: Worldwide Employee Experience Management Strategies
SecureMySocial Report Small Businesses Beware: Half of All Cyber Attacks Target You

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