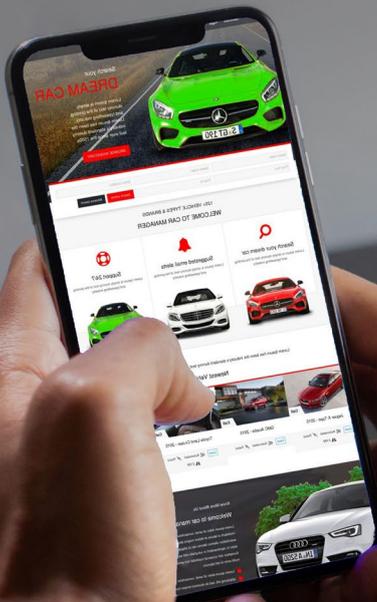




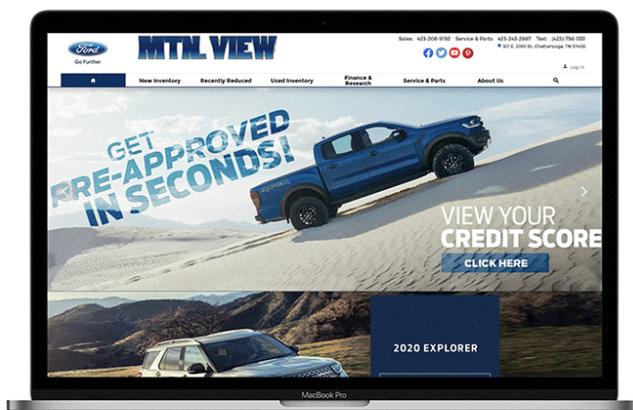
6 WAYS TO MAKE YOUR WEBSITE MORE TRANSACTIONAL



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The effects of COVID-19 on our industry have been overwhelming. By choice or force, many dealers have embraced or preparing to accommodate the required shift to facilitate a 'low touch' buying experience and sell more cars remotely. This means having DR tools and workflows in place that streamline the process by enabling consumers to complete many steps of the transaction - including getting to a fundable contract online and eliminating any online to instore information gaps or process duplications.

If you aren't already, think about making your dealership website more transactional. According to Cox Automotive, roughly 85% of car shoppers would more likely buy from a dealership that allows them to start or complete nearly all of the vehicle purchase online. You want to sell cars. The information transparency consumers crave just makes sense. The more customers know, the more comfortable they are. The more comfortable they are, the more likely they are to buy. If most shoppers want to complete steps of the purchase online, make it easy and convenient for your shoppers to find the information they are looking for.



Here's 6 things that will help make your website more transactional:

1. **Allow shoppers to remain anonymous:** Digital retailing is a deal generation tool. It's the start of the deal. It's not a lead generation tool. A customer should not have to enter an email address or other information unless they want to save the deal or apply for credit. Consumers are more interested in getting information than giving it. Lead forms = commitment forms. They push consumers away. You have to win the deal online before you can expect to win in the store. Sell the car. Not the appointment. Somebody has to go first!

2. Engage in real time:

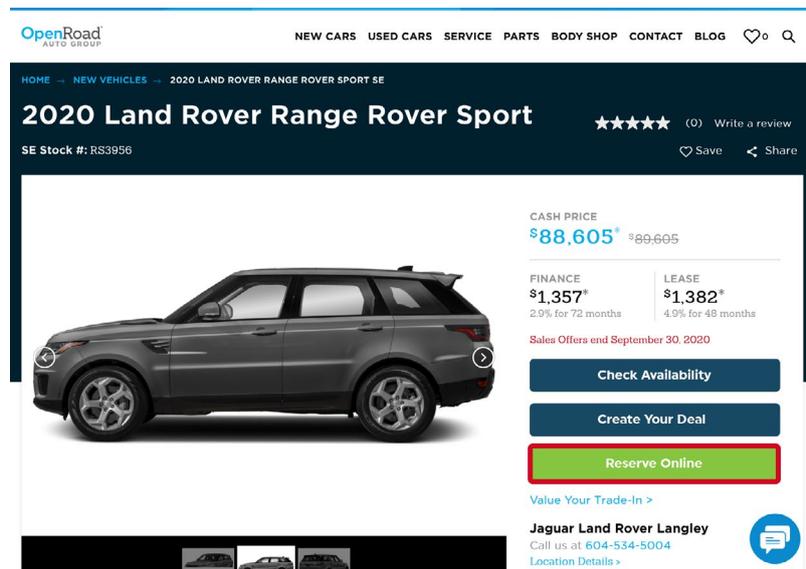
Today's convenience-driven consumers demand better interactions and immediate action from dealers. Make it easy for your customers to communicate with you. Basic integrated communication options such as a built-in chat, messaging, email widgets are just the start. Leverage easy to use video



technologies (e.g. Zoom, Facetime, etc) to virtually engage with your shoppers. By leveraging easy to use video technology, your sales people can remotely facilitate important steps in the buying process and accelerate the path to purchase. These

3. Shopping Cart:

Allow consumers to select cars and save them for consideration as they continue to browse. If you really want to stand out, allow a shopper to reserve a vehicle online by placing a deposit via a credit card, which will prevent the vehicle from being sold or used in a dealer trade.



4. Provide remote trade-in valuations: Allow the customer to enter in vehicle information and upload videos/photos so that you can give an accurate appraisal. If using a trade tool, return an immediate trade value that can be honored at the store (based on the accuracy of the information provided).

5. Show ‘qualified’ payment options: Most dealership websites offer basic payment calculators, but these tools are often returning unqualified payment terms that establish unrealistic payment expectations and perpetuate stereotypes. Ideally, allow the shopper to view different ‘qualified’ payment options, matched to the consumer’s credit,

vehicle of choice and your dealerships’ lender programs. The two-way transparency is a trust multiplier. And perhaps most importantly, most of the available solutions allow the dealer to control all the finance filters and any numbers presented to

the customer. Calculated payments can also be configured to include qualifying incentives, trade allowances, taxes, fees...and dealer reserve.

Customize Loan Payment

Term Cash Down

Best Offer	2nd Offer
<p>\$1,500 NMAC Special APR Only Cash 0.9% APR</p> <p>\$347 per month</p> <p> Nissan Motor Acceptance Corporation</p> <p>Save This Offer</p> <p><small>\$20,349 total amount financed Disclaimer</small></p>	<p>\$2,250 Customer Cash 3.49% APR</p> <p>\$356 per month</p> <p> ally</p> <p>Save This Offer</p> <p><small>\$19,567 total amount financed Disclaimer</small></p>

6. “Click to Buy” or “Build Your Deal” buttons should be highly visible on VDPs:

If your DR strategy is intended to allow car shoppers to self direct their car buying process online, make sure your highly visible “Click to Buy” or “Build Your Deal” buttons enable real time price negotiation and deal structuring capabilities. Add functionality that allows the shopper to recalculate the deal (e.g. change term, down, etc.) Advanced Fintech will ensure any changes made will keep the deal structure within the lender’s program rules and guidelines. Let the shopper learn about, and add, F&I protection and other aftermarket products. Finally, let the customer save their deals. This allows customers to start, progress, stop at their own pace - without any of the pressure.

There’s no doubt COVID has accelerated automotive digital retailing. DR should be about making the car shopping experience more convenient, transparent and less time-consuming for your customers. Most dealers take the kitchen sink approach with their websites; let’s try this widget, let’s try that form, let’s try everything. You have to take a more linear approach. Think about the consumer and what they want to accomplish. How do they get from point A to B to C?

In the current marketplace, customer experience is edging out price as the prime differentiator. Dealers can command a price premium for the convenience of an amazing digital retailing experience. In addition to enhancing customer satisfaction and the positive impacts on sales volume and finance penetration, the resulting efficiencies help reduce costs, increase closing rates, and boost repeat and referral business. It's time to get out of the back seat and into the front seat. Customer expectations are higher than ever and word of mouth travels fast! Start future proofing your business today.



Ready to drive more high intent, live credit score leads to your dealership? Check out **eLEND's CreditPlus**, a digital credit platform that delivers the highest lead conversion ratios and ROI available, offering customers a seamless online to in-store credit and finance experience and work flow for dealers.

