

Dealers Disconnected About Solving Digital Retailing Disconnects

Why, in five years, has only five minutes been knocked off time spent in the dealership by consumers¹—especially in light of increased DR adoption as a result of the pandemic?

eLEND surveyed dealers to get some answers. Here is what we found out:

Dealers Get It!

They agree that disconnects between DR and in-store sales process are a key issue and that solving this issue can speed up transactions!

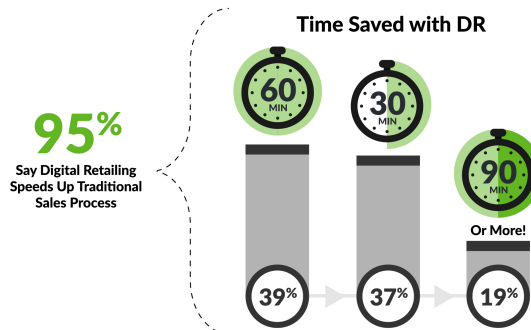


What's Impacting Transaction Times?

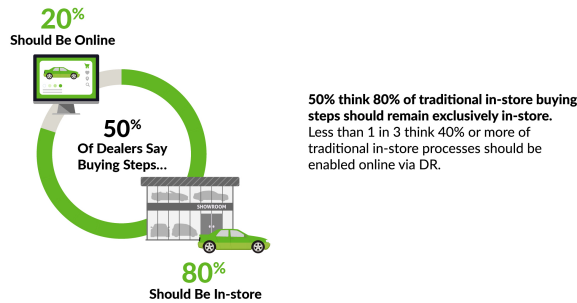
Dealers believe that unqualified/unrealistic payment terms online negatively impact transaction times!



Dealers Agree That DR Can Offer a Solution!



BUT HOLD ON: Half Are Reluctant to Fully Embrace the Solution!



Conclusion

The massive DR disconnect between saying DR works and actually embracing it continues.... Until auto dealers have access to, and the will, to fully embrace, tools and processes that are able to solve information disconnects from online to in-store, it is unlikely that the time spent in the dealership is going to improve any time soon.

¹Cox Automotive 2022 Car Buyer Journey study - the time consumers spent with the auto dealership dropped only five minutes in five years: from 2:42 minutes in 2017 to 2:37 minutes in 2021 <https://www.coxautoinc.com/news/2021-car-buyer-journey-study/>