



Customer Experience Survey Results



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When you think of amazing omnichannel experiences, which retailers come to mind? And, where do car dealers land in that spectrum?

We set out to understand which industries provide omnichannel shoppers across the country the best and worst retail experiences.



Background

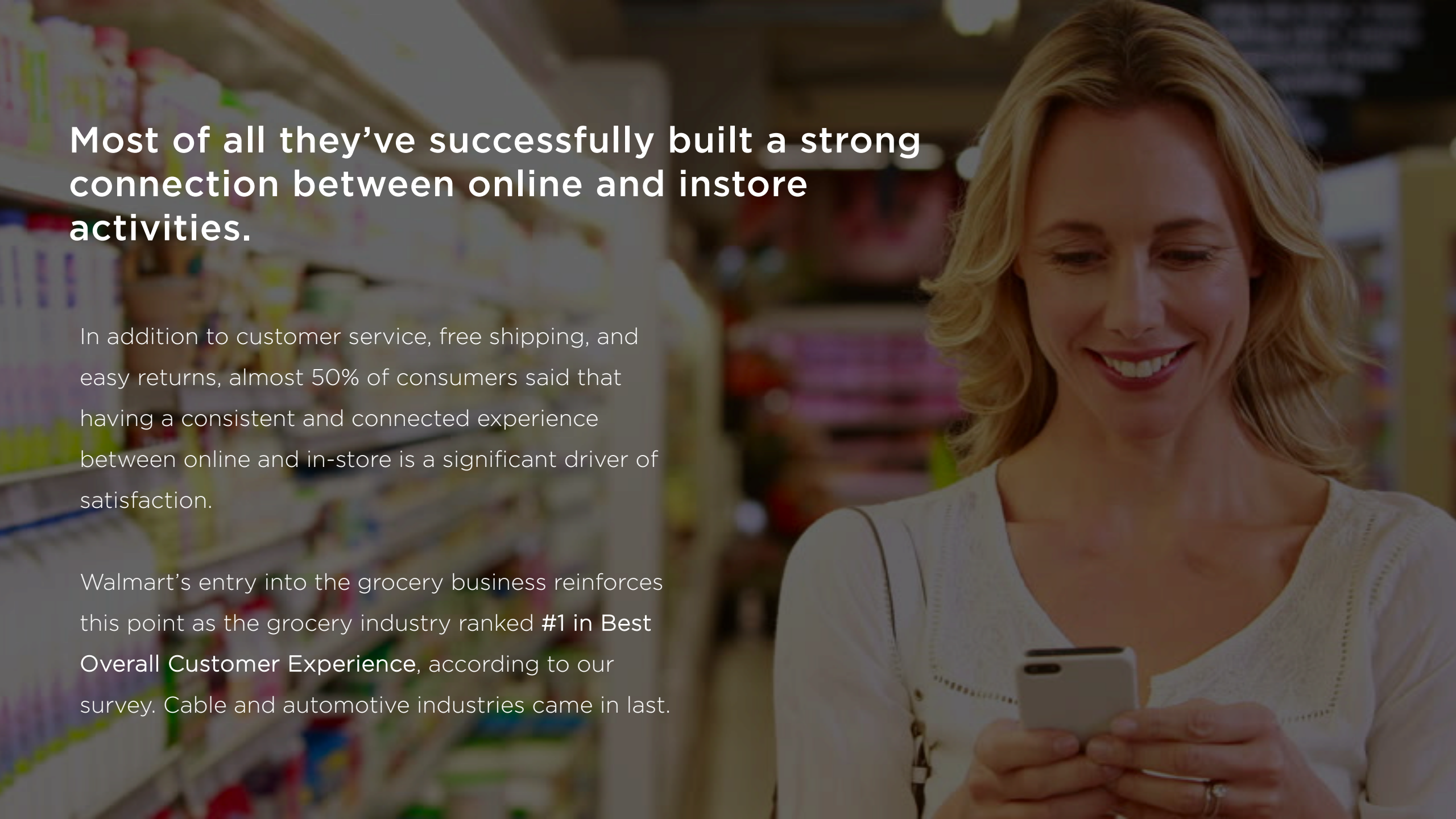
- 1012 online respondents; July 11-17, 2019
- Have purchased/leased a car in the last 12 months
- Conducted by Survata (survata.com), an independent research firm in San Francisco
- Segmented to regular shoppers (shop at least weekly, if not more) + those who shop online and in-store

For more information about Roadster and its tech centric Express Storefront solution, please visit roadster.com



Top Omnichannel Shopping Experiences

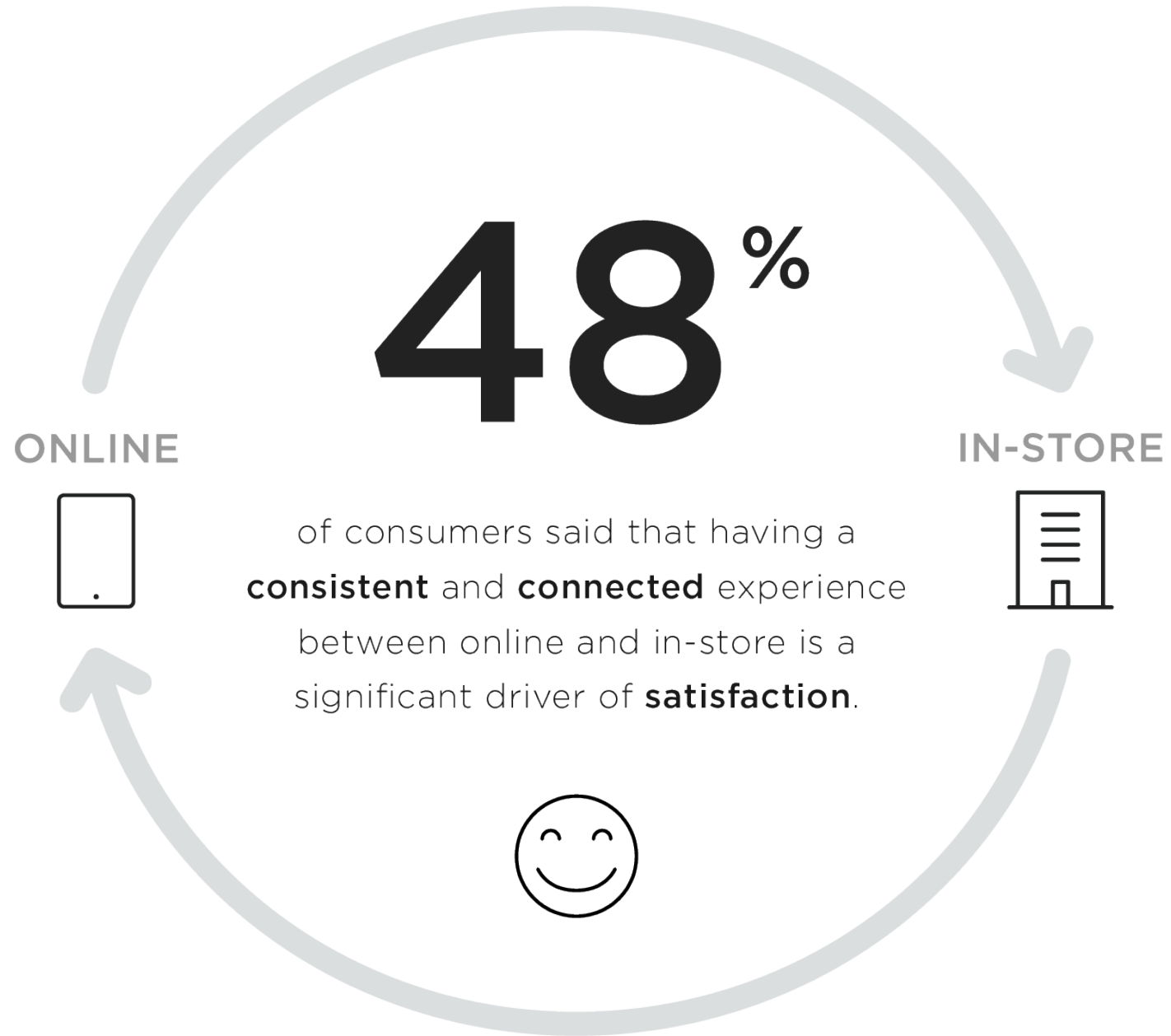


A woman with blonde, wavy hair is smiling and looking down at a white smartphone she is holding with both hands. She is wearing a white, textured top. The background is a blurred grocery store aisle with shelves of various products.

Most of all they've successfully built a strong connection between online and instore activities.

In addition to customer service, free shipping, and easy returns, almost 50% of consumers said that having a consistent and connected experience between online and in-store is a significant driver of satisfaction.

Walmart's entry into the grocery business reinforces this point as the grocery industry ranked **#1 in Best Overall Customer Experience**, according to our survey. Cable and automotive industries came in last.



Customers want the salesperson by their side from start to finish.

The #1 modification our respondents asked for that would improve the car dealership experience is to keep the salesperson with the customer from start to finish.

For the first time, we see this has become just as important, if not slightly more so, than transparent pricing and inventory selection.



They Are Willing To Pay For A Better Experience

10%
more

The majority of car shoppers (80%) are willing to pay up to 10% more for a fast, transparent and painless car purchasing experience

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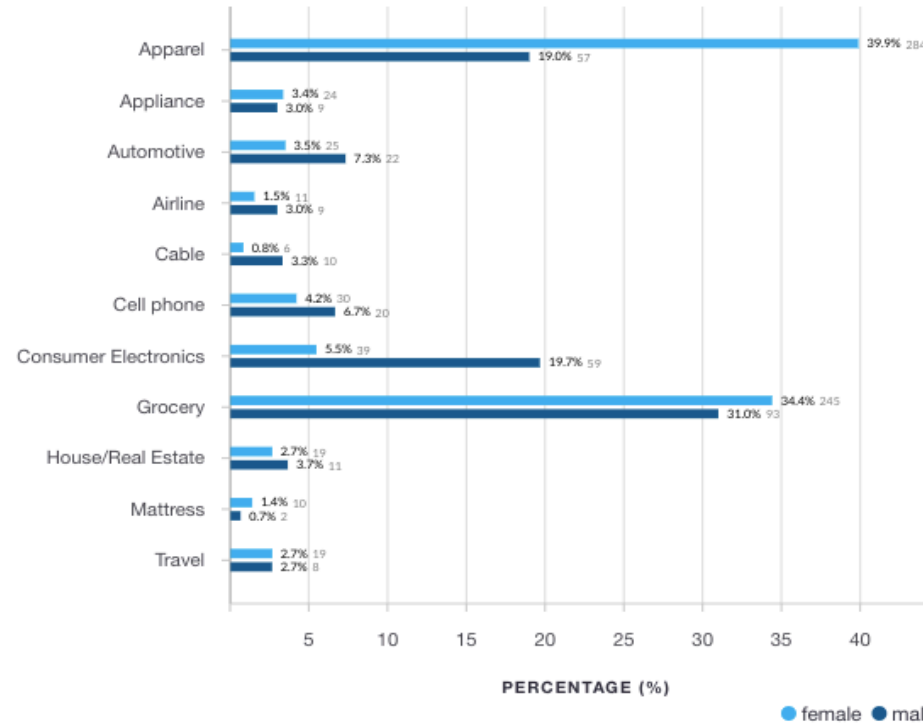
Appendix



Best Shopping Experience

The study found that men believe the Grocery industry (31%), followed by the Consumer Electronics industry (20%) provides the best shopping experience, whereas women pointed to the Apparel industry (40%), followed by the Grocery industry (34%) as their top two picks.

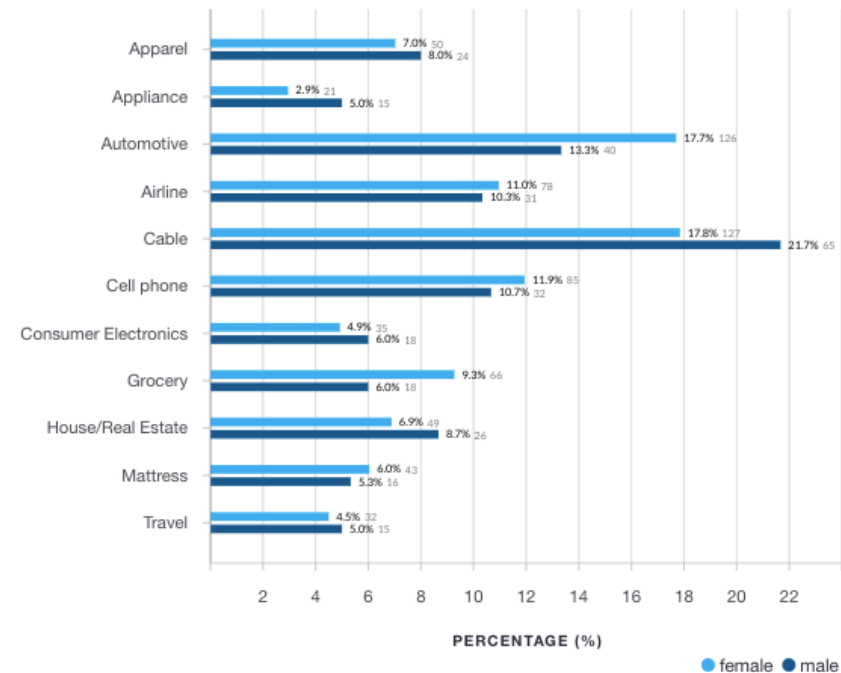
5 Which industry do you believe provides the best shopping experience?



Worst Shopping Experience

The study also found that when it comes to those industries that offer the worst shopping experiences, there is little disagreement between men and women, with both ranking the Cable industry (22%^m/18%^w) and the Automotive industry (13%^m/18%^w) as the two worst shopping experiences, as well as top industries in most need of modernization.

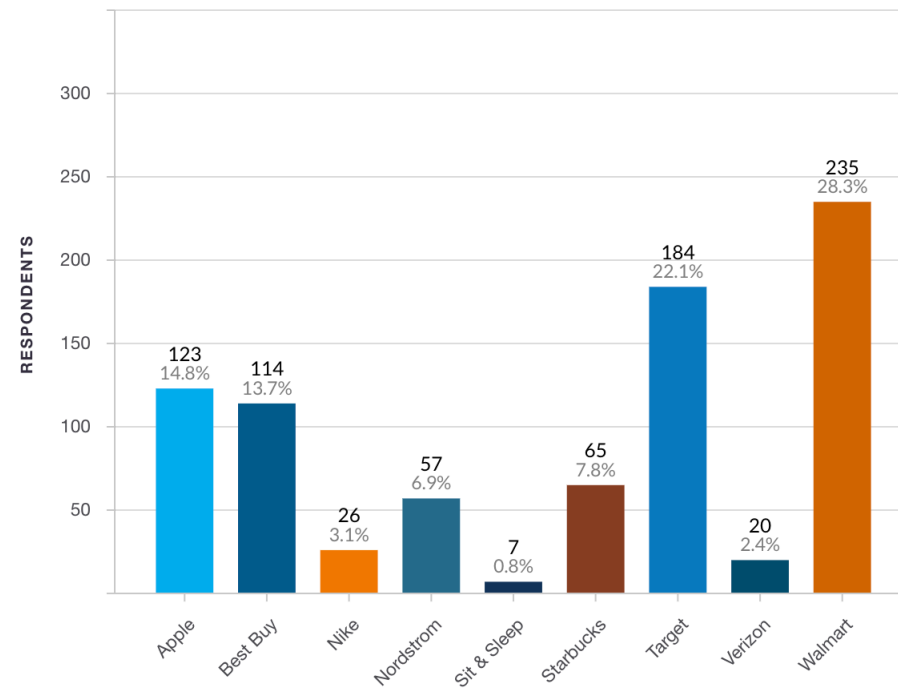
7 Based on your experience, which industry provides the worst shopping experience? + ⋮



Retailer That Offers Best In-Store Shopping Experience

The study found that those who self-selected as “Regular Shopper” that Walmart, Target, Apple and Best Buy provided the best in-store shopping experience.

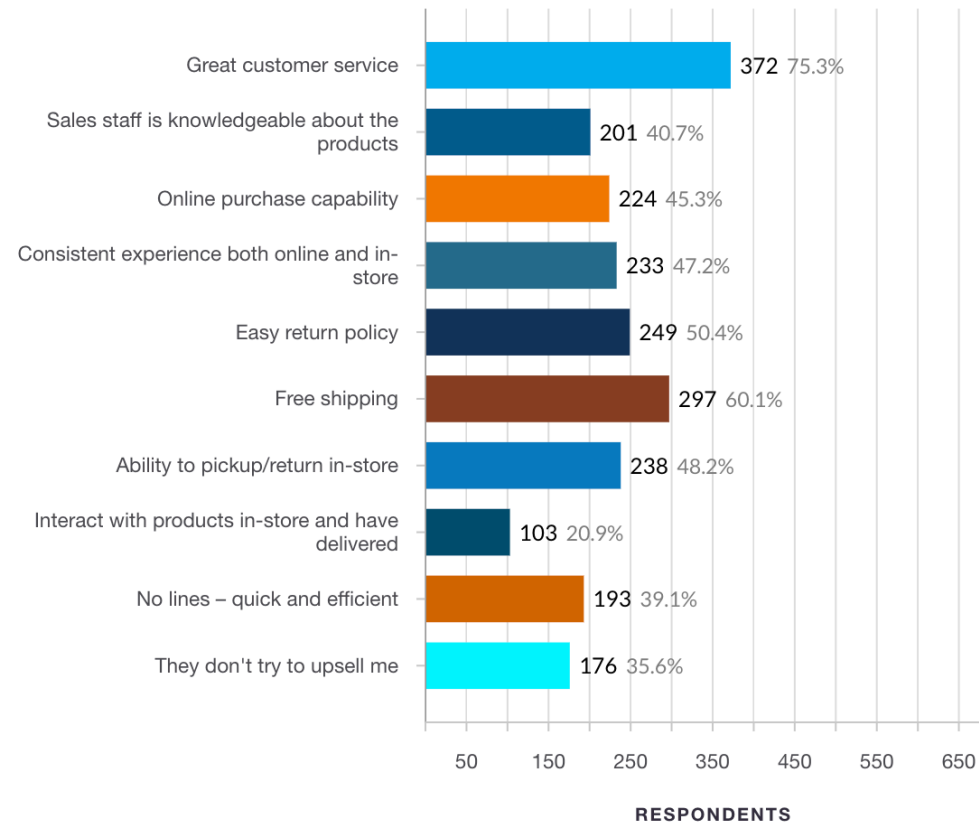
6 In your opinion, which retailer offers the best in-store shopping experience? + ⋮



What Makes You A Loyal Shopper?

In addition to customer service, free shipping, and easy returns, 45% of consumers said that having a consistent and connected experience between online and in-store is a significant driver of satisfaction.

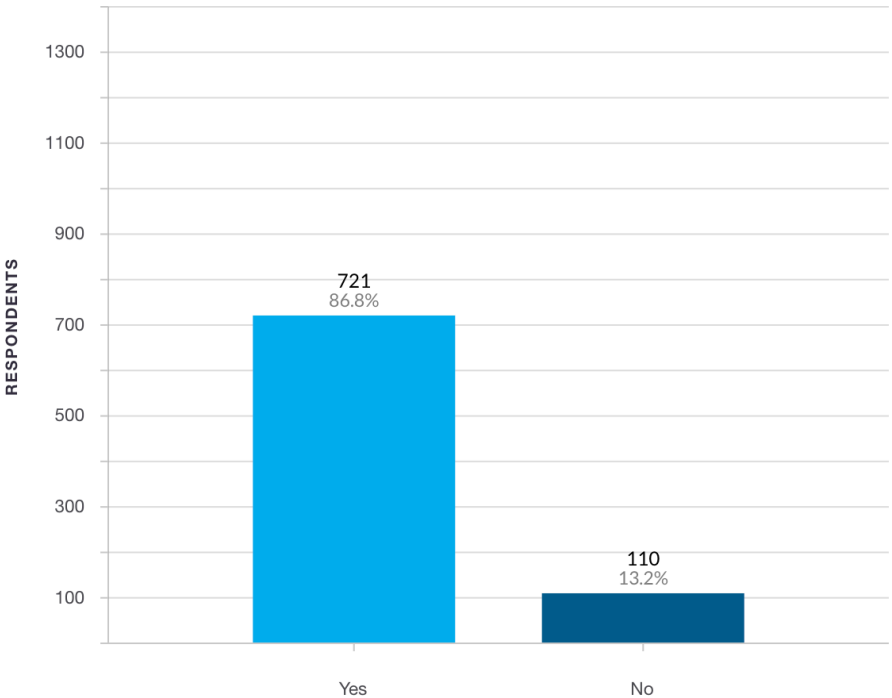
4 (If yes) What makes you a loyal shopper? (Check all that apply) + ⋮



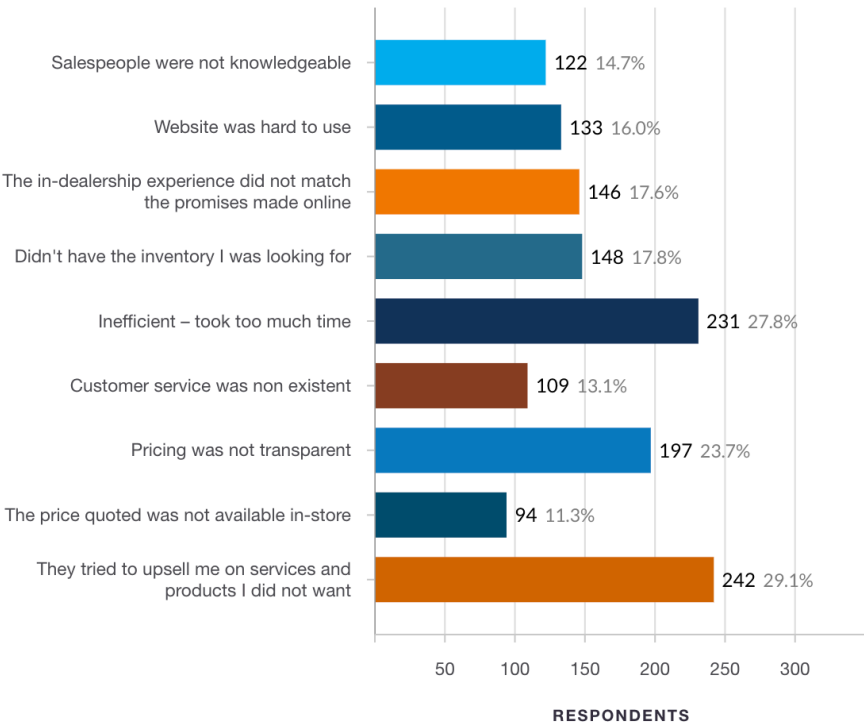
Did You Have A Positive Car Shopping Experience?

Negative car shopping experiences can be attributed to being “upsold on services & products”, “taking too much time” and lack of “transparent pricing”.

9 Did you have a positive experience when you last shopped for a car?



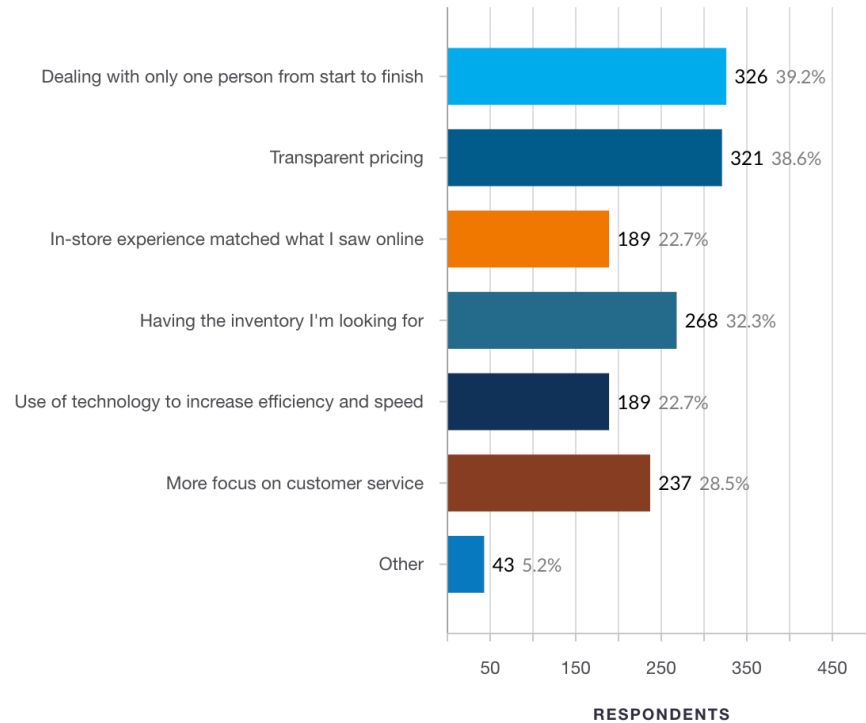
10 (If No) What went wrong? (pick all that apply)



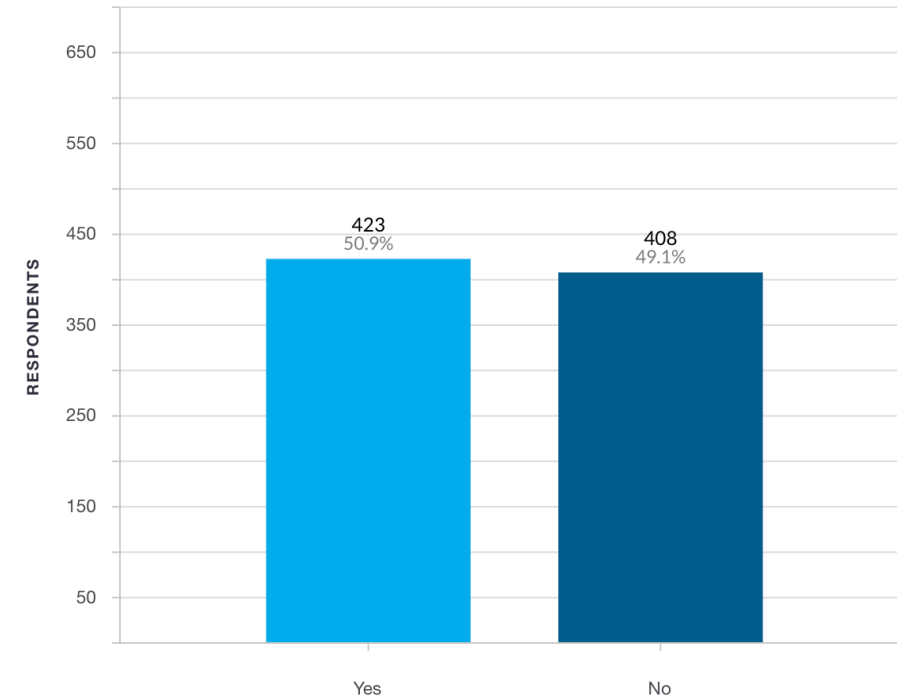
Making It A Better Car Shopping Experience...

Overwhelmingly, having one person to deal with from start to finish and transparent pricing would have made the car shopping experience better. In fact, a positive experience is more important than price.

11 In your opinion, what would have made it a better car shopping experience? (Pick all that apply)



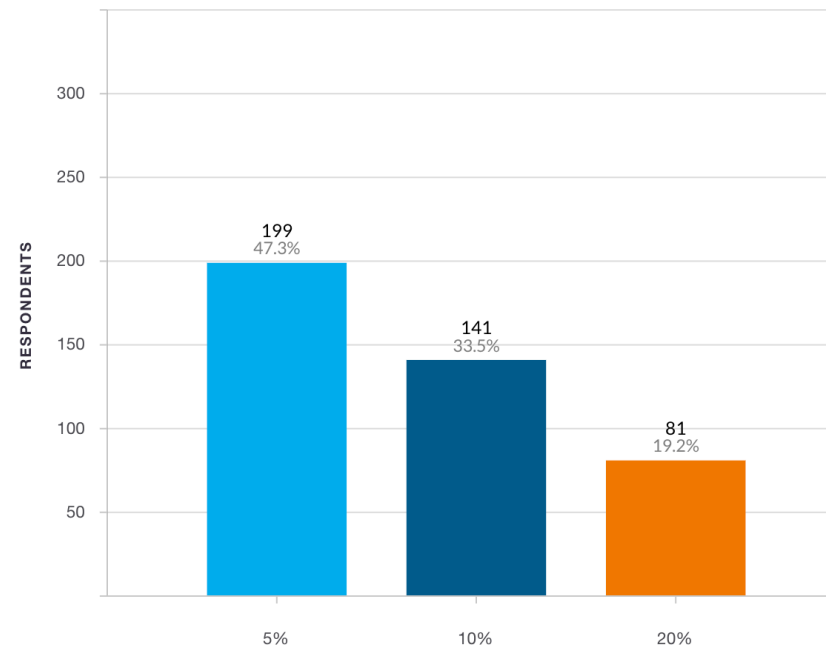
12 When car shopping, is a positive customer experience more important to you than price?



How Much Would You Be Willing To Pay

...and car shoppers are willing to pay extra for a fast, transparent and painless car purchasing experience.

13 (If Yes) How much more would you be willing to pay for a fast, transparent, and painless car purchasing experience? + ⋮



About Roadster

Roadster provides consumer-driven Omnichannel Commerce solutions for today's modern dealership. With Roadster's proprietary technology platform, dealerships can provide hassle-free car buying in-store, online or on the go. From inventory merchandising, to financing/leasing, incentives, trade-ins, service plans and accessories.

Express Storefront® delivers near penny perfect deals in a beautifully designed interface that your customers and employees will love. Increase your CSI scores, while significantly reducing dealership sales costs. The company is based in Palo Alto, California, and was founded in late 2013.

For more information, please visit roadster.com.



Thank You.

