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# It's About Time.

Study shows time's effect on car buyers' satisfaction.



Time. It's a precious commodity that everyone wants more of, but no one can buy. Yet, when it comes to buying cars, time has a negative correlation to consumer satisfaction.

**A study commissioned by Roadster reveals the more time consumers spend at the dealership — and are left alone there by the sales agent — the less happy they are.**

# Study Methodology.

Roadster, whose mission is to evolve the car buying experience for everyone involved, commissioned a two-party study in December 2018 to determine time's effect on consumers' satisfaction.

## PART 1

was performed by research firm Survata. It consisted of an online survey of 1,502 consumers who had leased or purchased a vehicle from a dealership within the past 12 months.

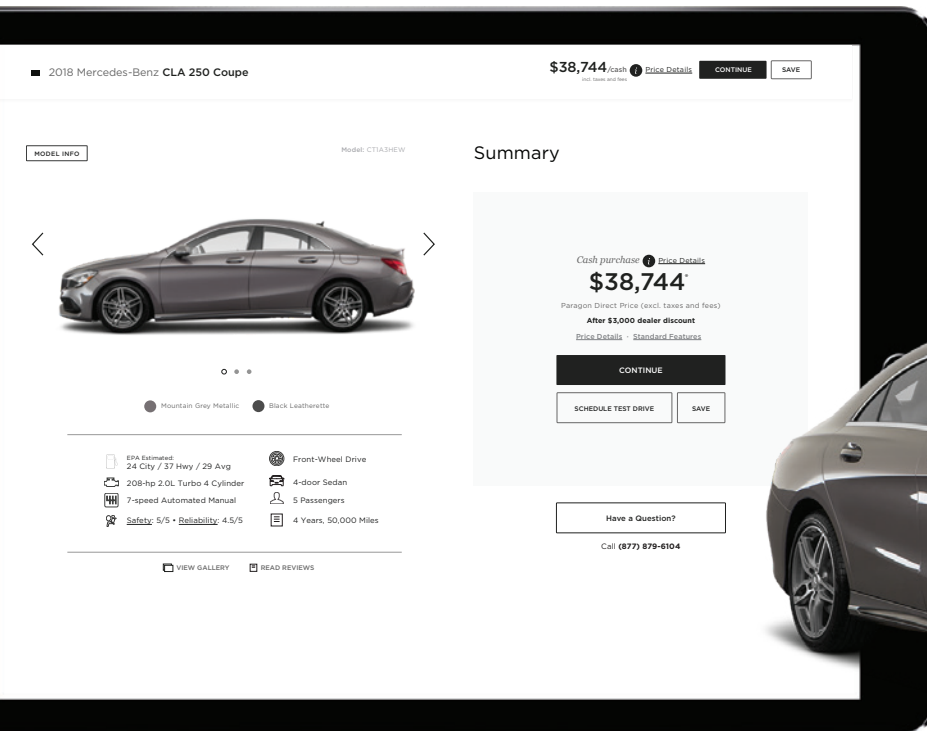
## PART 2

was performed by Roadster proctors, in consultation with research firm Talk Shoppe. Roadster proctors observed finance & lease transactions for both new and used vehicles across eight different dealerships.

### Dealership composition:

- Six brands (both foreign & domestic)
- Urban & rural markets
- New & used vehicles

Note: Observations occurred Thursday-Sunday



# Findings.

## ① Consumers Spend More than 3 Hours\* at the Dealership.

Just imagine what you could accomplish in three whole hours. **You could binge watch six episodes of your favorite sitcom.** You could fly from Los Angeles to Chicago. You could run a half marathon, with more than an hour to spare.

And while three hours is an improvement over how long a car purchase used to take, a previous study commissioned by AutoTrader revealed that customer satisfaction is highest within the first 90 minutes at the dealership and declines significantly from that point on.



## ② During the Sale, Agents Leave Consumers Every 20 Minutes.\*

Every 20 minutes, on average, **sales agents left consumers to complete time-consuming tasks**, such as processing credit applications, getting manager approval of deals and filling out F&I paperwork.



And 25% of the time, **consumers weren't sure what the sales agents were doing** during the periods they were gone.

### ③ Satisfaction Sinks Every Time Consumers are Abandoned.

97  
%



1 Time Left Alone

Contrary to common perception, consumers actually like shopping side by side with sales agents. Every time the agent left his or her customer alone, satisfaction decreased. **Consumers left alone three or more times reported a drop in satisfaction of 30%.**

DOWN  
30  
%

4-5 Times Left Alone



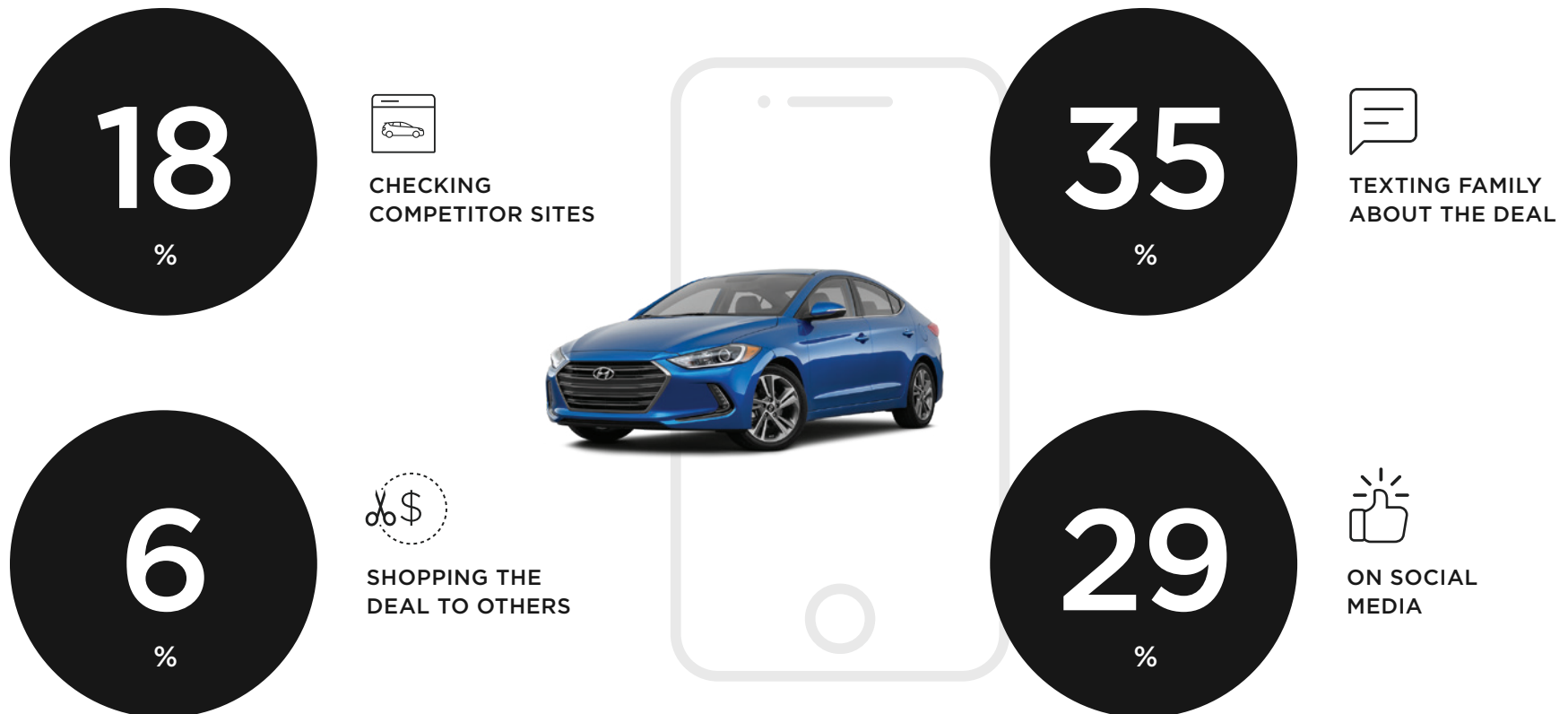
63  
%



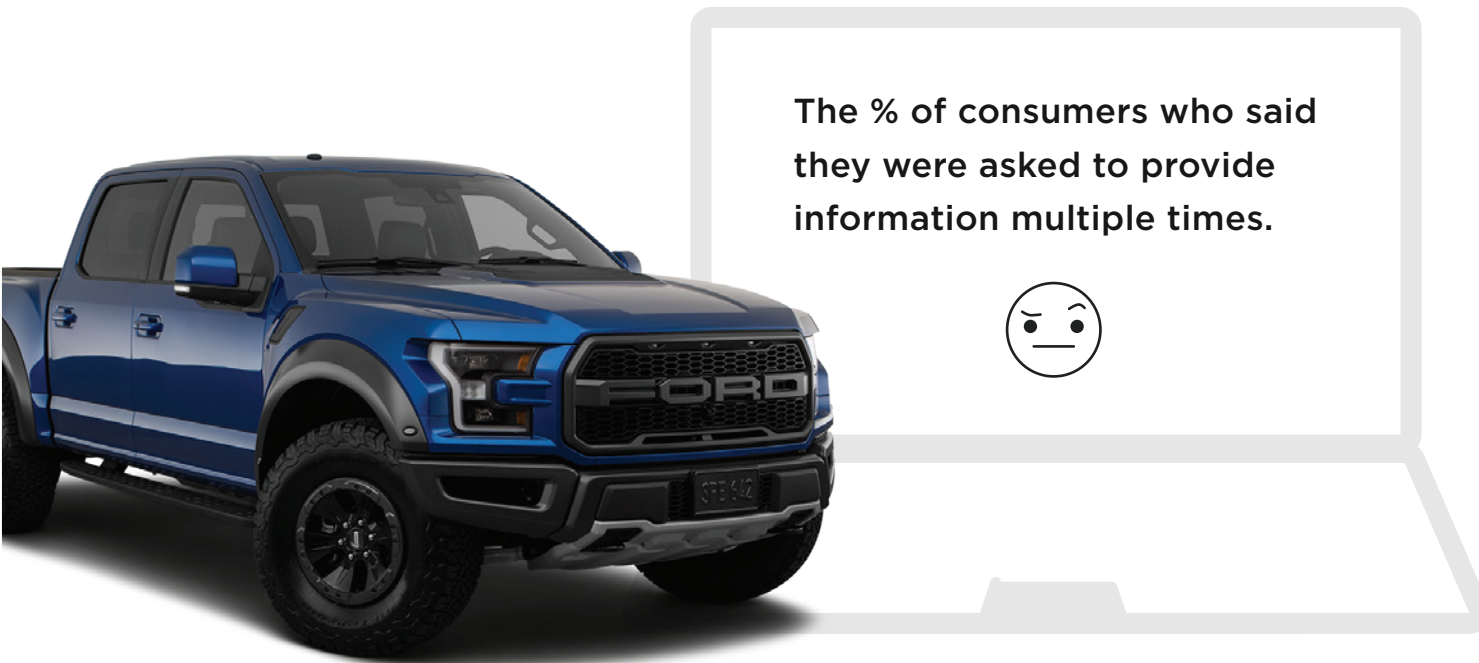
## ④ It's Dangerous to Leave Consumers to Their Own Devices.



A consumer left waiting alone is a **consumer who has time to shop competitors**, talk to persuasive friends and family members, and generally doubt their purchase decision.



## ⑤ Leaving the Consumer is Avoidable.



Consumers reported that during their dealership visit, they were **asked to provide information that they had previously submitted online**. Collecting and processing this duplicate information accounted for much of the time sales agents spent away from their customers. Thus, redundancy is the enemy of efficiency.

25%

BASIC INFO



43%

CREDIT APP



33%

PAYMENT TERMS



41%

VEHICLE SELECTION





**Technologies exist to reduce redundancies**, create efficiencies and enable sales agents to structure deals side by side with their customers:



Vehicle selection  
tools



Online deal-  
building tools



Trade-in tools



Online credit  
applications



Online F&I  
package selection



Salesperson  
deskings



Internal messaging apps  
for deal approval

**Omnichannel solutions**, like **Roadster's Express Storefront®**, enable agents to easily access information consumers previously provide either online or in-store. Consumers can pick up where they leave off and quickly complete the transaction.

## ⑥ ...But Sales Agents are Reluctant to use Technologies.



Many salespeople observed were reluctant to use the technologies available to them, **citing being more comfortable using “the old method” of structuring deals as the main reason.**

To overcome resistance to technologies and new sales processes, dealerships must empower their salespeople. That means hiring and training a salesforce to perform higher-value tasks that keep them with their customers longer.





# Conclusion.

In a world of declining SAAR, efficiency and customer satisfaction are critical areas of focus for auto dealers who are looking to both obtain and retain buyers.

Dealerships that stand to succeed the most are those that:

1

Reduce the amount of time shoppers spend at the dealership by enabling them to complete some or all of the purchase process at home, and to easily pick up where they left off in store.

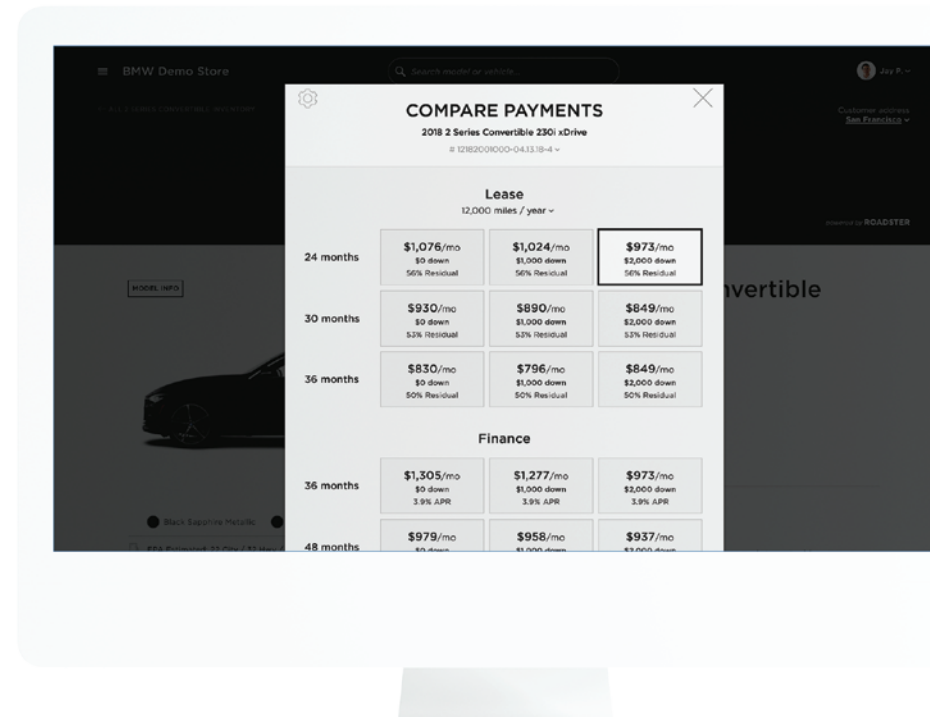
2

Reduce the amount of time agents spend away from their customers by enabling side-by-side deal structuring.



**There is a significant opportunity to improve both efficiency and customer satisfaction** through a marriage of technology and training. This combination empowers salespeople to perform higher value tasks and reduces the time they spend on back-and-forth with their managers.

As a result, not only will sales agents be able to spend more time with their customers, but they will also be able to service more of them, which will directly impact the dealership's bottom line.



# Roadster's Solution.

**Roadster's Express Storefront** is an omnichannel platform that automates much of the car buying process to create efficiencies for both dealers and consumers.

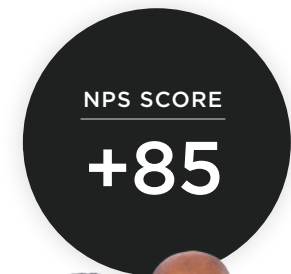
It provides consumers with options to complete some or all of the purchase process from the comfort and convenience of home — including vehicle selection, payment options and financing terms, credit application, F&I package selection and more.

Express Storefront also enables a seamless transfer of this information from online to in-store or vice versa, eliminating redundancies and empowering the sales agent to perform higher-value tasks alongside the consumer.

It's no wonder that dealers using the Express Storefront platform report an average Net Promoter Score of 85, compared to the industry average of 48\*.

## To Learn More:

**CALL 1-833-ROADSTER OR EMAIL DEALERSALES@ROADSTER.COM**



# Thank You.

## Roadster

Roadster provides consumer-driven 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. Roadster dramatically improves dealership customer satisfaction scores while significantly reducing sales costs. From inventory merchandising, to financing/leasing, incentives, trade-ins, service plans and accessories — Roadster delivers near penny-perfect deals in a beautifully designed interface that consumers and dealers love. Roadster is based in Palo Alto, CA and was founded in late 2013.

For more information, please visit [Roadster.com](https://Roadster.com).  
For press inquiries, please contact Rachel Rogers at [Rachel@Roadster.com](mailto:Rachel@Roadster.com).

## Survata

Survata's mission is to let brands understand their customers after every touchpoint. Survata leverages honest, online interviews on a massive scale through their Publisher Network to draw out actionable insights for their clients, so every business decision is backed by sound data. Gathering consumer data should respect both the consumer and the brand, something they practice at Survata with their publisher model. By shifting the incentive structure and interview environment, consumers give candid answers and the brand receives quality responses to the questions they care about. Survata's dedicated team approaches each project with the full-force of their naturally-curious minds, working hard to constantly improve how companies can effectively reach their audiences.

For more information, please visit [Survata.com](https://Survata.com).

## Talk Shoppe

Talk Shoppe creates exceptional projects that answer your most pressing business questions. Talk Shoppe doesn't believe in one-size-fits-all methodology approach. They work with their clients to create one-of-a-kind custom research that fits your business like a glove. Talk Shoppe was founded in 2010 out of a desire to go beyond the traditional research approach and create innovative studies that truly help their partners answer their most pressing questions in a meaningful way. They are women-owned, multicultural & bi-coastal with offices in Los Angeles, CA and Atlanta, GA. Talk Shoppe's staff has worked for traditional research vendors like Hall & Partners and The Nielsen Company.

For more information, please visit [LetsTalkShoppe.com](https://LetsTalkShoppe.com).