

How video will evolve

Working in a sector which is evolving at a pace that is outstripping the digital transformation of the past 20 years means CitNOW's personalised video tools will be the key to blending digital and physical

A BASIC REQUIREMENT, NOT A 'NICE TO HAVE'

With almost 10 million videos hosted on the CitNOW platform in 2018 alone, video is now a necessity in the everyday operations of a retailer. Not only that, CitNOW research has found more than 50% of customers believe an online video tour of a used car for sale is an important or essential part of the used vehicle listing, which rises to 60% among those looking to purchase in two years.

Many manufacturers and dealer groups now train their technician apprentices in the use of video and video skills are fast becoming a 'must have' when recruiting sales staff.

The greatest gains in the short term will be seen on the web, where video is becoming an 'expected' digital asset by consumers when searching for a vehicle online.

BRIDGING THE GAP

In a digital-first world, video bridges the gap between the physical and virtual worlds, allowing retailers to forge relationships with customers from afar. Video blends both online and offline seamlessly by delivering the forecourt or workshop onto the devices of customers.

CitNOW statistics show personal video in response to a used car enquiry reduces the number of no-shows by 30%, because the relationship has already become personal. When used in the workshop, red work conversions can increase to 80%. With figures such as these, we expect video to be used in more areas of the customer purchasing and owning experience over time.

The use of video – as part of the new car process, to keep a lead warm while waiting for a new model in the showroom, or for post-sales parts and accessories – will become more common and will enhance



the overall customer experience.

ELECTRIFICATION

With fewer moving parts, EVs require less aftercare, but routine servicing is still necessary and the work required is less obvious. Unfamiliar terms such as 'battery conditioning', 'battery packs' and different service cycles will need to be explained. Explainer videos tagged onto personal eVHC videos will help educate customers in these situations.

Sales staff will need to plug knowledge gaps, address concerns such as range anxiety and using public chargers, and highlight benefits. Video is the perfect tool for this – a long verbal or written explanation can be presented in minutes via video.

APPS

Video distribution channels will evolve, from the current email and SMS, into apps. Manufacturers are developing sophisticated brand apps to deliver more connected services and to make

the lives of their customers easier. Some already incorporate service bookings and the option to request a video. As app usage increases, it is inevitable videos will be accessed this way, too.

TECH ADVANCES

Cameras on iPhones and Android phones are extremely high-quality and will only improve further with technological smartphone advances. The arrival of 5G will make watching and uploading video content on handsets faster, of higher quality and with lower latency (the time for a video to play). In addition, video demonstrates in-vehicle technology in just a few minutes.

PERSONALISATION

With 84% of customers saying being treated like a person and not a number is important to winning their business, personal video messaging will become even more important to maintain consumer interest and to engage car buyers.

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