

All paths can lead to quicker car sales (and Rome)

It's not the destination, it's the journey." Consumer journeys are becoming more fragmented and unique as different paths and digital pit stops are chosen by buyers before making a purchase. Over time, these paths and digital pit stops are likely to become more unique and diverse.

This makes mapping your customer journey and optimising each step of the experience an ongoing process, as both digital and non-digital touch-points or micro-moments continue to evolve to meet consumer demand.

We will all have to keep an eye on rapidly evolving expectations:

- Search experience
- Website experience
- First contact
- Dealership experience or digital transaction
- Delivery experience
- Post-purchase follow-up
- Routine aftersales experience
- Distress aftersales experience
- Vehicles experience
- Social media experience

The checklist for a smoothly paved customer journey can be daunting, expensive and confusing for dealerships. "Do I really need all of these? Can I automate any of the actions? How much will it cost?"

The answer has been clear: Optimising each micro-moment to increase customer satisfaction will lead to more enquiries and quicker car sales.¹

Over the past three years, our research has proven customer satisfaction has a direct correlation with used car stock turnover – improving vehicle sales by an average of six days with a 20% increase in promoter score.

This could mean £75,520 more for your yearly revenue if you currently sell circa 40 cars per calendar month at £800 profit per unit.

Investing to improve each

micro-moment, customer feedback on the process, online reviews, social media content, and Google star rankings are all crucial for growing revenue.

Where exactly do reviews fit in?²

According to various experts, reviews should be on top of your list. Buyers read reviews and consume online content before making a purchase.

Independent, verified customer reviews outweigh unverified (perhaps fake) reviews as buyers' sophistication increases.

Ensuring these reviews are found on your website increases traffic and optimises your search results, generating more prospects and leads.

Getting insight as part of the review process also enable you to prioritise other actions.³

According to our research, dealership experience is just as important as your customers' digital experience. Salesperson attitude, attitude at handover and the clarity of how paperwork was explained are all vital to drive customer delight – and nurturing raving fans!

Of course, these behaviours propel each other, but, as mentioned previously, a 20% improvement in promoter score means an average of six fewer days to sell a car.⁴

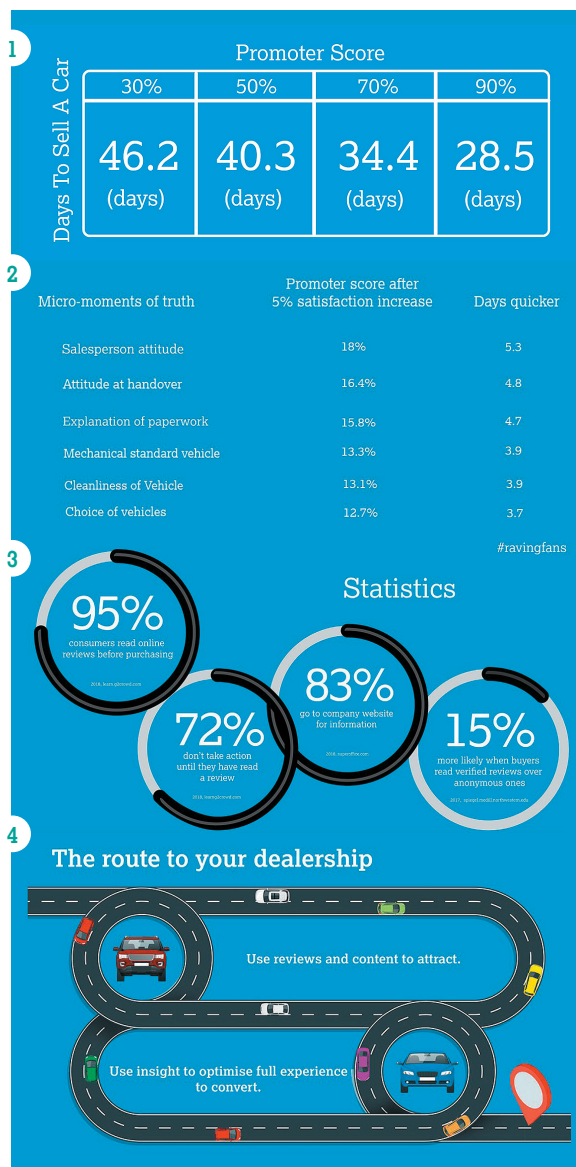
At JudgeService, we are committed to ensuring our clients are well geared for the future.

We will continue to ensure that the measurement of customer journeys is optimised with tools such as reputation management software, online verified insight and reviews, APIs, digital content generation, social sharing and more.

Our authentic, granular insight will continue to help our clients enhance their customers' experience, enabling our clients to be the winners in the world of tomorrow.

No one will remember the fastest losers.

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