

Why digitalisation is essential for aftersales success

Never has it been so important to offer a seamless digital experience. Across the wider retail landscape, consumers are surrounded by highly personalised and convenient retail experiences. The modern consumer has come to expect that same level of service in any industry, from text and video updates to online payments and digital documentation. The current automotive aftersales experience can be fragmented and impersonal, but we're passionate about changing that. It is now critical that automotive retailers invest in the digital tools required to build a customer-centric journey, transforming the aftersales process into a tailored and frictionless experience.

Q What do consumers want from the aftersales journey?

A We want to enable dealers to capitalise on the opportunities provided by digital tools and solutions. But first, we needed to hear from consumers to pinpoint what it is they are looking for in their aftersales experience. Our landmark research report into digitalisation revealed that the ability to book vehicle services and repairs online is the most favoured digital capability among respondents, with 62% noting their desire to use this function. We also discovered that 55% of consumers like the idea of text updates and 56% would prefer digital documentation of service history. The demand for digitalisation exists, and consumers are ready for the automotive industry to align with their expectations.

Q Which Keyloop products help to create a digital aftersales experience?

A Keyloop's digital aftersales journey provides a seamless end-to-end experience for the customer, while also creating an efficient workflow for dealership service departments.

Service Hub is a complete workshop solution that helps service departments work even more efficiently and continues the streamlined experience for workshop

customers, from mobile check-ins to personalised vehicle health checks (VHCs). Service Hub can also be integrated with one of our partners that specialises in comprehensive video VHC reports, enabling technicians to send customers a short demonstration of the work needed on their vehicle.

Completing the digital aftersales journey is ePayments, a solution that allows customers to make a contact-free payment via an email link for work completed, and the

digital document tool, iServiceFile, which helps to reduce large volumes of paperwork into an efficient and secure digital workflow.

Q Which Keyloop partner products help to create a digital aftersales experience?

A The Keyloop Partner Programme enables third-party applications to integrate with Keyloop's open platform, utilising standardised integration methods. Several partner solutions also help create a digital aftersales experience. Our partner RTC offers online service booking, providing an easy-to-use, fully scripted booking system that can be operated both in the dealership and in the centralised contact centre, reflecting available resource at any point in time, based on customer requirements.

Digital Service Reception from Tjekvik allows customers to check-in online for their service appointment from the comfort of their own home and enables a smooth experience when they arrive at the dealership. Not only does it boost customer satisfaction, it also helps reduce waiting times at the service reception.

When it comes to personalising the aftersales experience for customers, Keyloop's integrations with CitNOW and Vehicle Vision have this covered. CitNOW Workshop has been designed to take customers to the heart of the workshop – digitally. It enables technicians to record short videos of any work required and empowers the customer to make their own decision because they feel better informed.

Vehicle Vision's video software has been designed to help increase trust, transparency and conversions in service departments. It allows dealers to show customers, rather than just tell them – helping to empower and build trust. The personalised video tool is quick, comprehensive and easy to understand so it is convenient for dealers and customers. And Vehicle Vision Aftersales doesn't just help boost customer satisfaction, it also

helps significantly increase red and amber conversions – a win-win for dealers.

Q What is the future of the digital consumer journey?

A From both our own research and industry insights, it is clear that the two things most valued by consumers is transparency and convenience. The future of retail will require dealers to put consumers at the heart of the retail experience, and digital innovation will play an essential role in achieving this as providers work together to enhance the aftersales experience. Digital solutions that are intuitive, personalised and provide timely information will be essential to earning new customers and improving customer retention.

At Keyloop, our mission is to create and connect technology that makes everything about buying and owning a car better. To help us in this mission, we're sourcing inspiration from a variety of avenues, whether it is the next game-changing automotive retail solution from our University Dealer Tech Competition, or our recent work with OEMs on a prototype in-car booking system for repairs and services. The future requires us to embrace these types of intra-industry collaborations to create the best consumer experience possible. Until recently, clear communication and trust had been missing from the aftersales journey, but digitalised aftersales tools are here to change that, and provide a new kind of experience that prioritises the customer.

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TOM KILROY, KEYLOOP CEO



Tom Kilroy,
Keyloop CEO

COMPANY PROFILE

Key products and services: Keyloop Drive DMS, Service Hub, ePayments, iServiceFile

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