

HARNESS *NEW INSIGHTS*

REIMAGINING THE AUTOMOTIVE CONSUMER EXPERIENCE

Exploring new ways dealer groups and OEMs can minimize pain points and deepen consumer relationships with their brands.

Key findings from a comprehensive research study

TALKING WITH CONSUMER EXPERIENCE EXPERTS

Pointing the way to better, longer-lasting consumer relationships.

THEMES



NEED FOR BALANCE BETWEEN FRICTIONLESS (EASY) & STICKY (MEMORABLE) ENGAGEMENTS

“Almost every retailer is now thinking about frictionless and sticky. Where are the moments that we want high, empathetic, human contact and very strong touchpoints, and where are the moments where we want to make it so easy that you’ll just buy things without even thinking about it?”



MEETING YOUNGER GENERATIONS’ EXPECTATIONS AND THE WAY THEY WANT TO SHOP

“Our entire philosophy needs to be built around how Gen Z wants to buy, not how we want to sell. The way that we have sold cars for a very long time is just not set up for the way that these customers think.”



SERVICE-ORIENTED INTERACTIONS (VERSUS PRODUCT-DRIVEN) LEAD TO MORE TRUST AND SATISFACTION

“The brands I love are obsessed with the customer experience and do everything in their power to make people’s lives easier and better. The companies that are product-focused build in order to make the company’s life easier, but not necessarily the customer’s. They don’t invest in the relationship and it’s palpable to the customer.”

PHASE 2

CO-CREATING CONCEPTS WITH TRAILBLAZING CONSUMERS

Forward-thinking consumers in dream labs helped flesh out new ideas for the future vehicle shopping experience.

CONSUMER NEEDS



CUSTOMIZATION



TRANSPARENCY



ACCESSIBILITY



LIFESTYLE INTEGRATION



MOBILITY

NEW CONCEPTS

AI-ENABLED VEHICLE PREDICTOR

Recommendations on when and what vehicle to purchase based on personal data

ENHANCED SERVICE APP

Receive service notifications, get updates and ask questions through an app

TEST DRIVE DELIVERY

Vehicle dropped off for test drive and picked up 24 hours later

AI LIFESTYLE INTEGRATION

Vehicle integrates with smartphone content to help with tasks and offer timely promotions

ALTERNATIVE VEHICLE SUBSCRIPTION

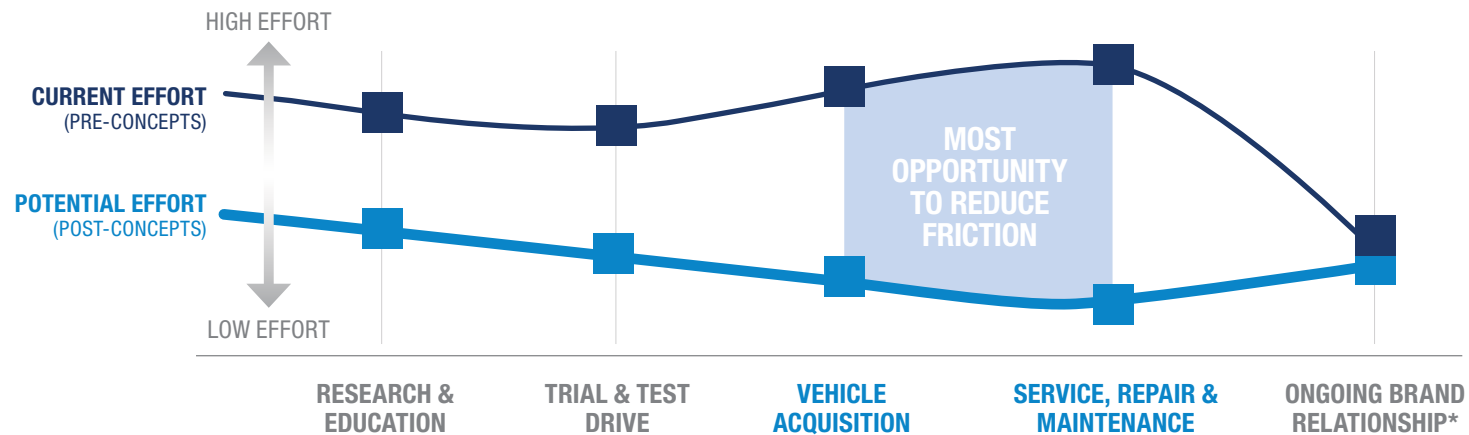
Access to RVs, boats, etc. based on need

PHASE 3

MEASURING CONCEPT APPEAL

Opportunities to reduce friction and improve convenience come from the vehicle shopping and owning phases.

CONSUMER PERCEPTION OF EFFORT REQUIRED ACROSS AUTO EXPERIENCE (SELF-REPORTED)



*Any way the vehicle brand keeps in touch beyond the vehicle shopping process (includes special event invitations, emails, etc.)

Source: Future of Consumer Automotive Experience Research; n=2000 consumers; fielded August 5-13, 2019

1

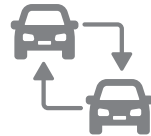
SERVICE DROP-OFF & PICKUP + LOANER
89%



#1 BENEFIT: SAVES TIME

2

PURCHASE VEHICLE SWAP/RETURN
85%



#1 BENEFIT: CONVENIENCE

3

TEST DRIVE DELIVERY
83%



#1 BENEFIT: CONVENIENCE

4

VEHICLE PURCHASE DELIVERY
82%



#1 BENEFIT: SAVES TIME

5

AT-HOME MAINTENANCE
79%



#1 BENEFIT: SAVES TIME

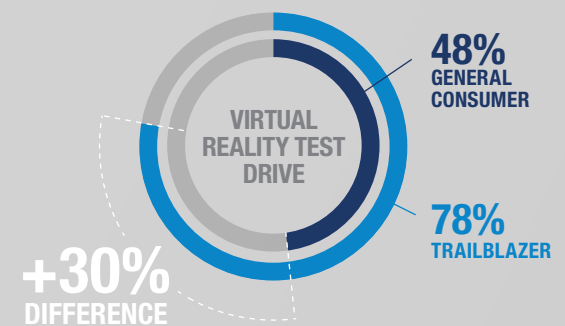
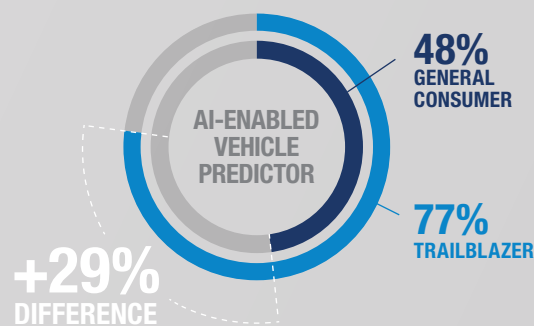
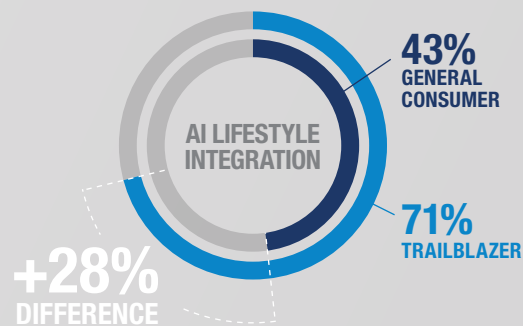
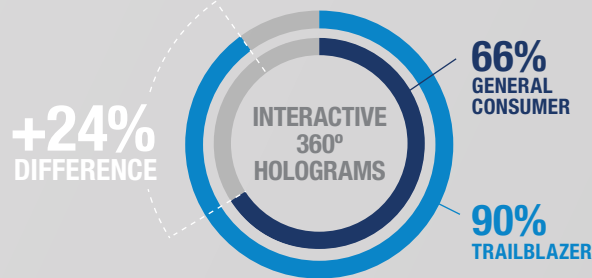
TOP-RANKING CONCEPTS

The 5 most-appealing concepts that rose to the top by percentage.

RESEARCH INDICATES ...

In the next 3–5 years, general consumers will demand the same tech-forward solutions trailblazers want today.

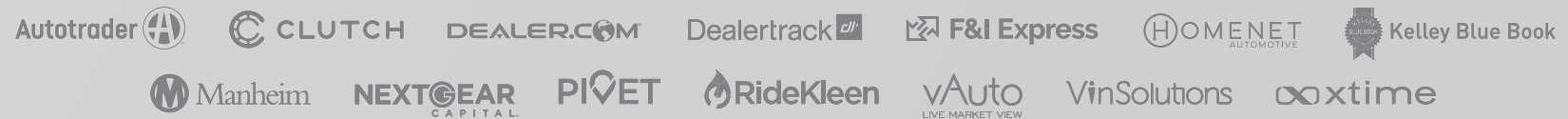
APPEAL OF TECH-FORWARD CONCEPTS



HARNESS *NEW INSIGHTS*

**Contact your account director today to discuss
your consumer experience goals.**

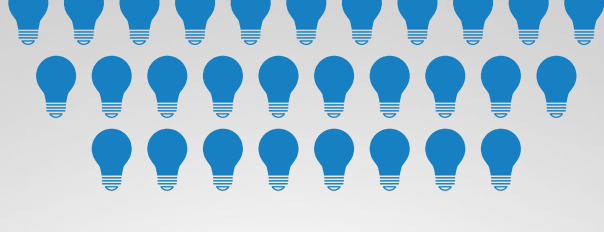
COX AUTOMOTIVE



TURNING CHALLENGES INTO OPPORTUNITY

IN THE ERA OF DIGITAL TRANSFORMATION

Cox Automotive™ has recently completed research with over **2,000 consumers** testing **29 experience concepts**.



FIVE CONCEPTS ROSE TO THE TOP AS **“EXTREMELY APPEALING”** TO CONSUMERS

1

TOUCHPOINT: SERVICE

89%

OF CONSUMERS FOUND SERVICE DROP-OFF & PICK-UP + LOANER APPEALING

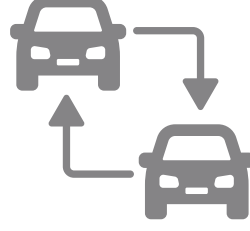


2

TOUCHPOINT: ACQUISITION

85%

FOUND PURCHASE VEHICLE SWAP / RETURN APPEALING



3

TOUCHPOINT: TEST DRIVE

83%

FOUND TEST DRIVE DELIVERY APPEALING



4

TOUCHPOINT: ACQUISITION

82%

FOUND PURCHASE VEHICLE DELIVERY APPEALING



5

TOUCHPOINT: SERVICE

79%

FOUND AT-HOME MAINTENANCE APPEALING



HARNESS THE INSIGHTS

There's a way to customize a more immersive consumer experience to help drive greater profits. Let's harness the research and find yours.



98%

OF CONSUMERS FOUND AT LEAST ONE OF THESE CONCEPTS APPEALING



80%

OF CONSUMERS WOULD SWITCH TO A BRAND THAT OFFERED ONE OF THESE CONCEPTS

TAKE THE NEXT STEPS



EXPLORE THE COMPLETE STUDY FINDINGS



DISCUSS CONSUMER EXPERIENCE GOALS



COLLABORATE ON AN ACTION PLAN

Schedule your Consumer Experience Session. Contact your account director today.

COX AUTOMOTIVE

