



## Webinar Offerings

Covid effects on Automotive and proven digital retail practices in the era of social distancing

# Agenda

**Introduction**

**Review**

**Virtual Sales Planning & Process**

**Questions and Answers**

# Meeting with you today



**Christopher Santis**

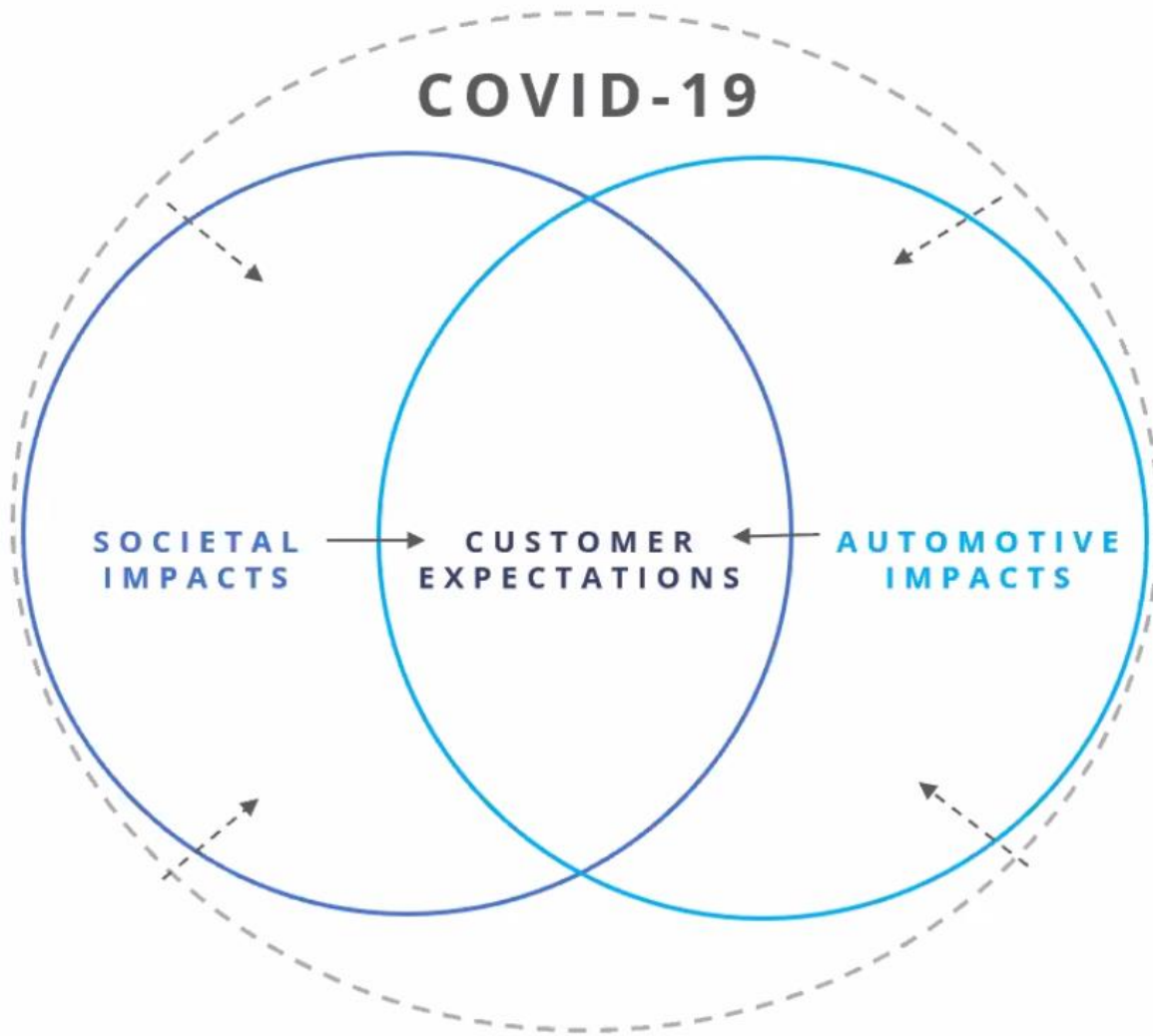
**De**

Automotive Retail  
Specialist Leader  
Deloitte & Touche LLP

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Chris brings more than 20 years of automotive retail experience to the table. He is focused on training, facilitating, and coaching engagements with OEMs and dealers. Chris has brings a real-world perspective as he previously served as a GM for a luxury brand, where he designed and executed a retail sales transformation program, which included both process and behavioral change management. Additionally, he has worked for a luxury OEM as an Area Manager, Regional Aftersales Development Manager, Aftersales Area Manager, and Program Manager. Chris also has 11 years experience at Enterprise Rent-A-Car in several capacities, including training and development.

# A return to a pre-Covid era of “Normal” Is not likely, as a fundamental paradigm shift is underway



Of consumers delaying purchases,

**34%**

are finding dealerships closed, and

**49%**

are keeping vehicles longer.

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**84%**

of all consumers surveyed feel it's more important to own a car, and

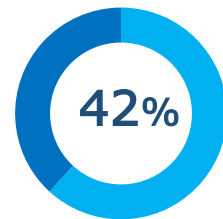
**36%**

are delaying car purchase/lease due to difficulty visiting dealerships.

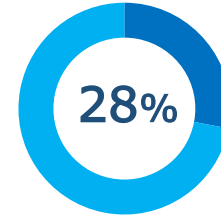
# A return to a pre-Covid era of “Normal” Is not likely, as a fundamental paradigm shift is underway

## Customer online purchase plans

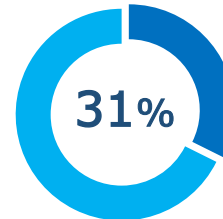
Portion Conducted online



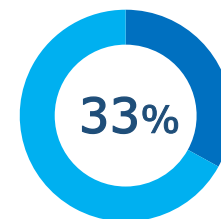
I selected my vehicle at a dealership online



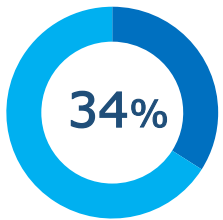
I scheduled a test drive online



I valued my trade online



I calculated my payment online



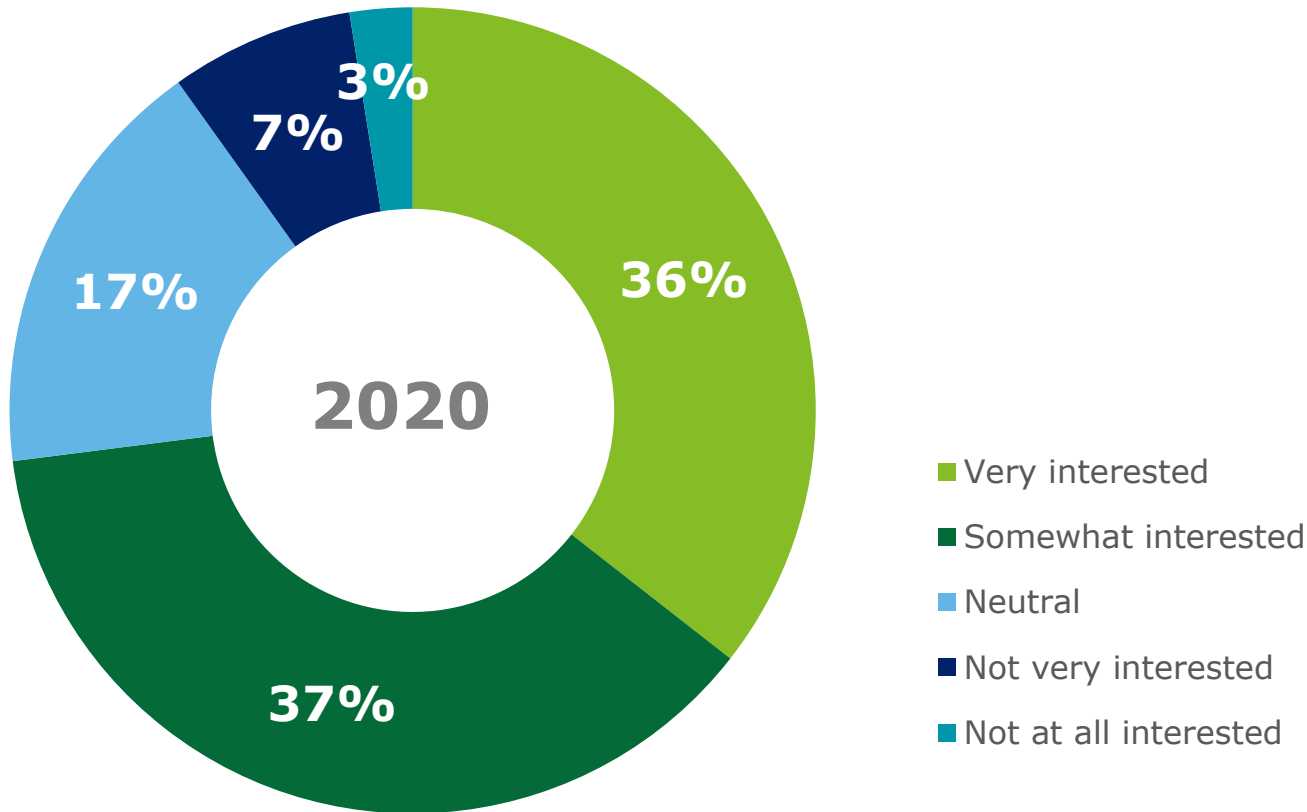
I applied for credit online

Source: 1. Deloitte HX In Uncertainty Quantitative Survey, 2020  
2. Deloitte Auto in Uncertainty Ethnographic Research; Deloitte Analysis

## Consumer desire to buy a vehicle online direct from an OEM has dropped slightly

Consumers remain 'interested' in moving to a completely digital purchase experience for their next vehicle with 36 percent saying they're completely bought into the idea

How interested are consumers in by-passing the dealer?



Lack of virtual access to dealerships is impacting Business, as **73% of customers** are Somewhat or Very Interested Purchasing a vehicle on line

Q58. If you had the option to acquire your next vehicle directly from the manufacturer (via online process), how interested would you be?

Sample size: n= 1,167 [2020]; 1,167 [2019]

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Mexico

2020 Deloitte Global Automotive Consumer Study

# The 3 Types of Customer Buckets

Identifying the types of customer and the process involved



There is the traditional customer that will want to continue to come to the Dealership and the process will follow the sales process of the past but also take cues from the "New Normal" (Transparency)



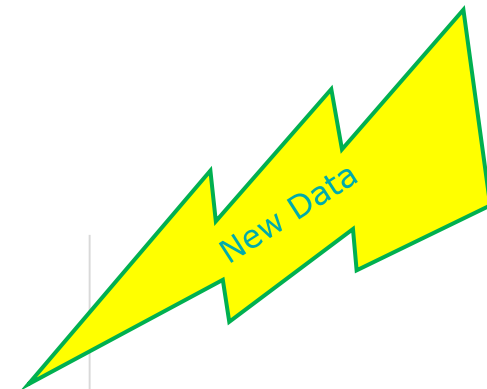
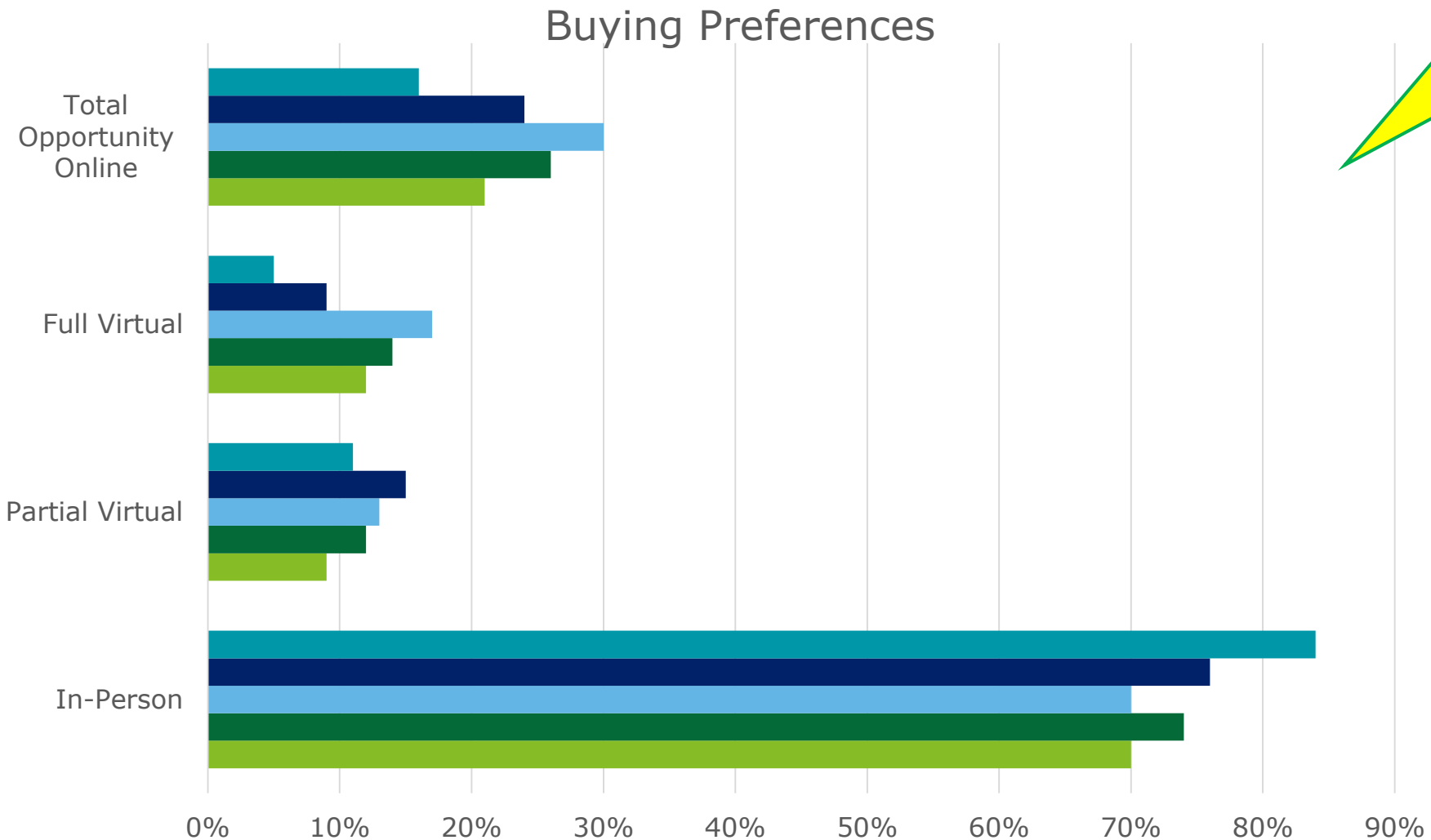
The customer who will do a large portion of the deal On line and the other portion in store. Not Half & Half but driven by the customer & guided by the dealer (Omnichannel)



The customer who wants the opportunity to buy from home or work. Walk them through the process from A-Z from the location they choose. Guiding them through the process you develop. (All Inclusive)

# Consumer desire to buy a vehicle online

How would you most prefer to acquire your next vehicle?



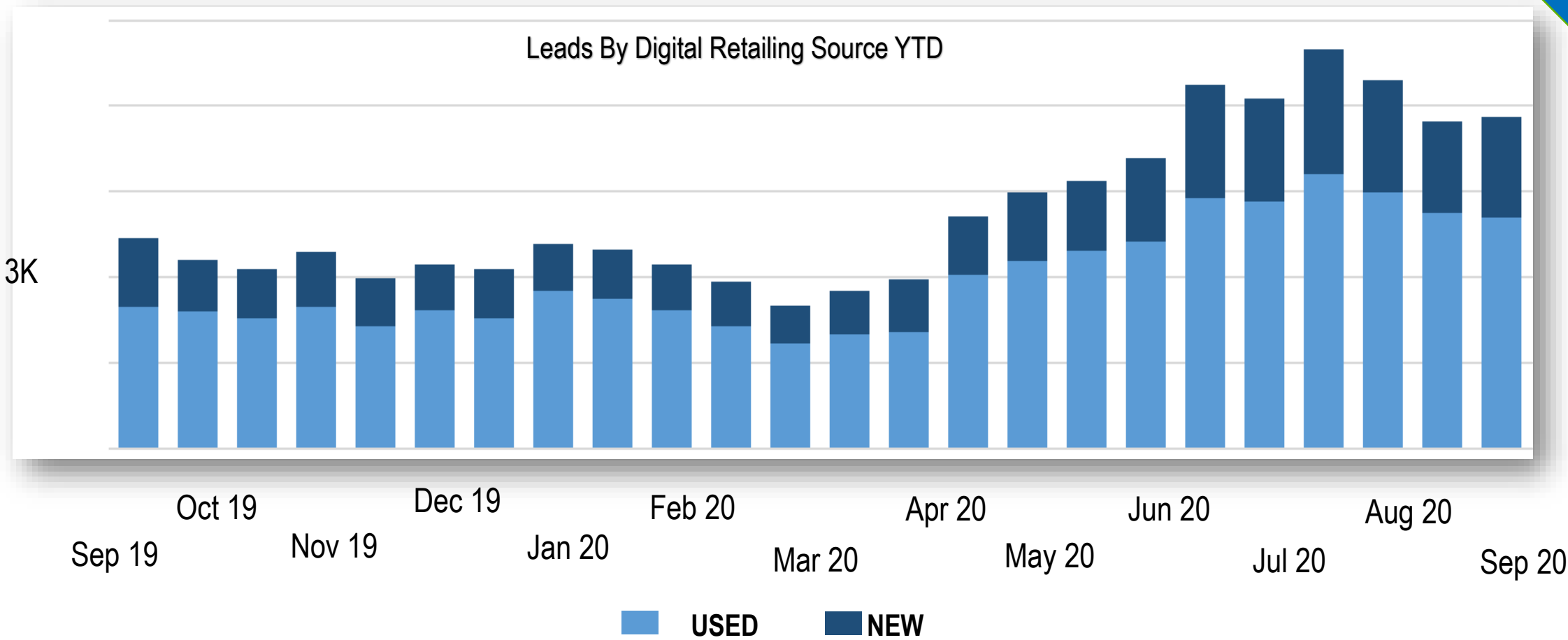
Q. How do you most prefer to acquire your next vehicle?  
Deloitte 2021 survey

■ 55+ ■ 35-54 ■ 18-34 ■ Female ■ Male



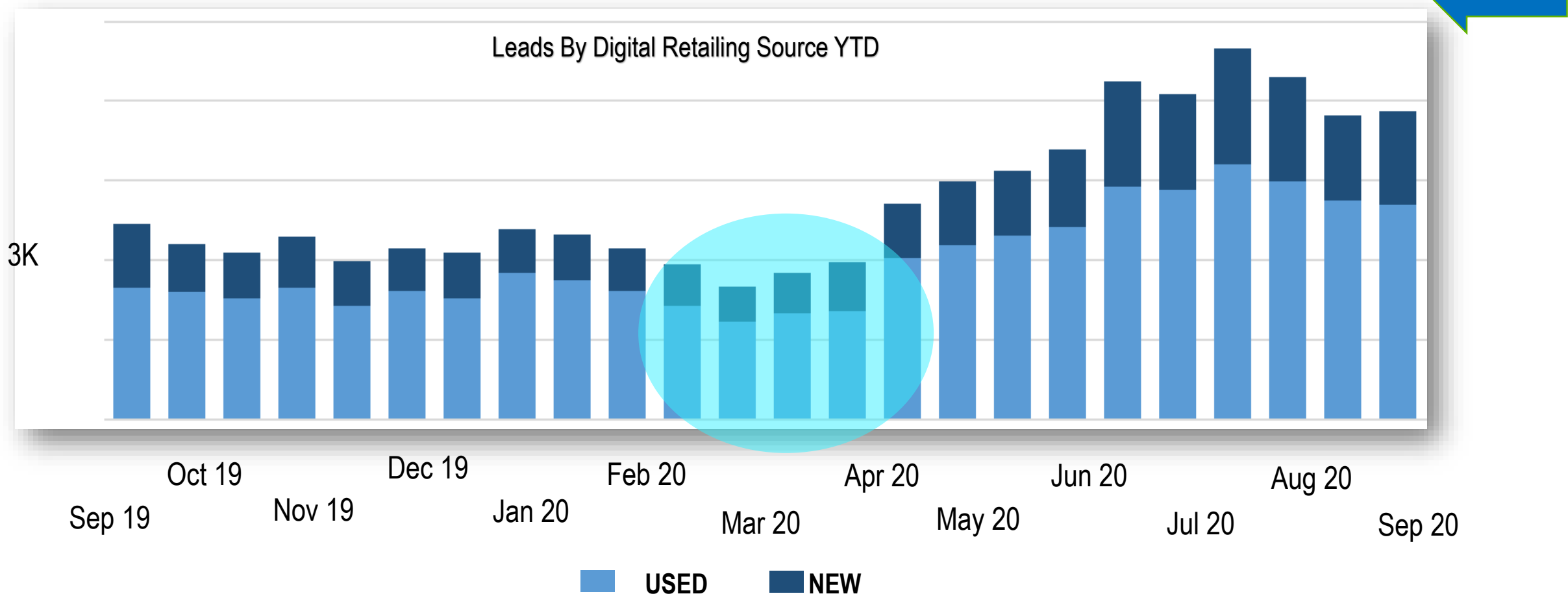
# Virtual sales overview

How Customer Activity is Moving our Strategy.



# Virtual sales overview

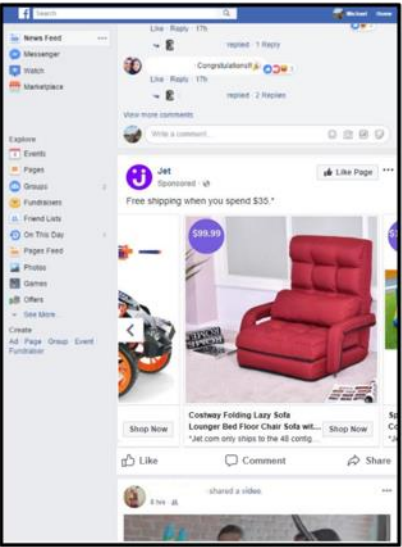
How Customer Activity is Moving our Strategy.



# The role of social media in the customer journey

Social platforms now look, feel and personalize like your most trusted product finding tools. Customers expect personalized results, rich search results, and ads that aid in their journey, not distract them from the task at hand.

Facebook

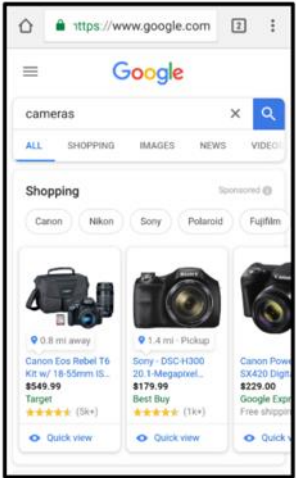


Instagram



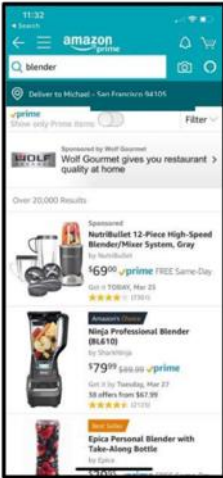
Google

3x = Engagement Increase  
For Top Mobile Product Listing Ad\*



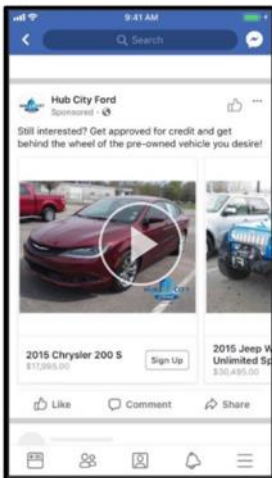
Amazon

\$4B +42% Y/Y =  
Ad Revenue



Facebook

>80MM +23% Y/Y =  
SMBs with Pages



# The role of video in the customer journey

## Heighten Engagement.

- Videos including dealer-made and production.
  - Process overview & description
  - Think about what inspires.
  - Agree to the message “we listened & made It easier”
  - Do not strive for perfect production.
  - Change things up.
  - Build up a content library by model



Use our online tool to **Finance**.

Save Time Do It Online

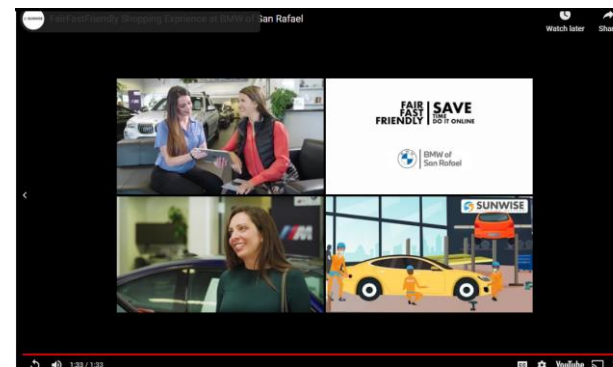
Watch Our Video



Use our online tool to **Buy**.

Save Time Do It Online

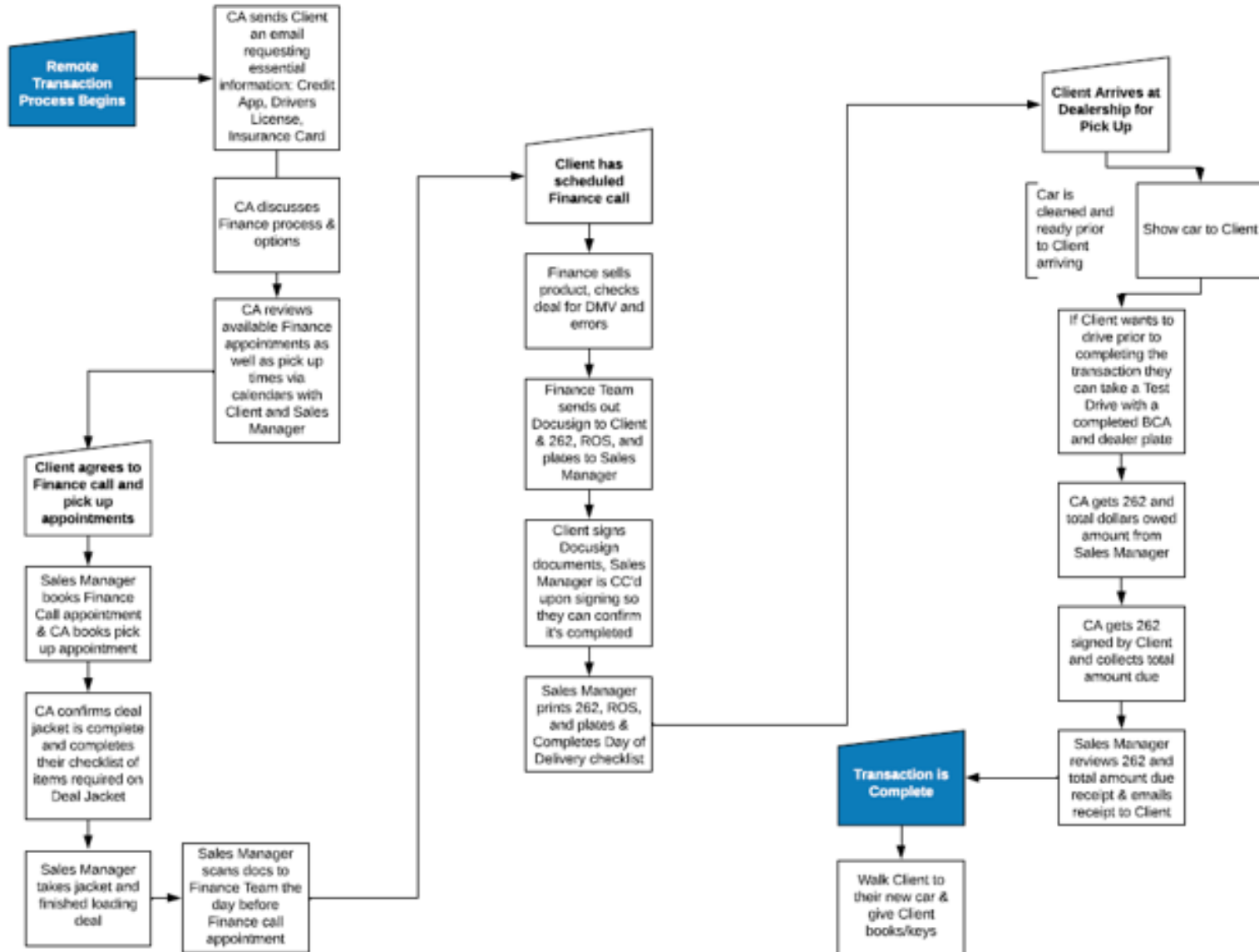
Watch Our Video



BMW of NYC: 2019 M850i walk-around video

# The customer journey process map

## Transaction Process



# Customer Digital Journey



**Questions?**



thank  
you

Our proposal is being made subject to the conditions that (a) the Deloitte Entity and FordDirect subsequently reach and enter into a mutually acceptable definitive written agreement for the proposed services and (b) the Deloitte Entity completes to its satisfaction its standard client acceptance and continuance procedures with respect to this proposed engagement. Subject to the completion of our client acceptance and continuance procedures, if we are awarded this engagement, we intend to negotiate in good faith with FordDirect to reach such an agreement as expeditiously as possible.

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