Do you know the driver who is going to buy your car?
The driver knows you.

Video Transcript

Digital Customers and Connected Vehicles are disrupting the Automotive Industry.

Can anyone see the difference between a digital customer and a driver?

The driver IS a digital customer now, but how much will this have an impact on vehicle selection?

Accenture surveyed 10,000 people in the United States, France, Germany, Brazil, Italy, Japan, India and China regarding their digital experiences before, during and after buying a car.

54% of consumers want information tailored to their needs while researching a NEW car via online channels.

They are less interested in interacting with sales or dealers online during the research process. But still want to interact with the dealer at the showroom to make the purchase.

Consumers are optimistic about a variety of services influencing a new car purchase decision.
Approximately two-thirds of consumers (68%) state that free oil changes and maintenance would influence their decision to purchase. 69% of consumers are interested in special maintenance offers, which will help dealers maintain customer relationships.

Club memberships and music downloads are of less interest to consumers – they are focused on benefits that give them direct financial savings rather than ‘extras’. Comparing the results of a survey conducted in 2012, consumers appear to be less confident about making their entire car purchase online. Today, 25% would not complete the entire purchase online, compared to only 7% back in 2012. Consumers are interested in learning about digital services at the dealership.

57% want to know about Digital security options. Or, a Wi-Fi hot spot in the car.

54% want to transfer all mobile features, like music, contacts, and calendars, to their purchased car while at the dealership.

53% want to be able to access vehicle model information from an interactive touch display at the dealership.

Overall, only 13% of consumers believe the car industry will be disrupted by digital means. However, 37% believe a better and effective digital experience will help the process of buying a car. And, that personal interaction is still an important part of the purchase process - specifically related to the test drive option and reviewing the models in person.

Online auctions generated surprising results. Although there are some statistically significant differences in a new or used car purchase, on the whole, consumers are amenable to purchasing a car in an online auction. 63% would buy a new car in an auction. 46% would buy a used one.

More and more consumers are turning to the Web to research and shop for cars.

The automotive industry should continue improving the digital experience to keep pace with the needs of the emerging Digital Customer.

Companies need to enhance their digital capabilities to engage customers when, where, and how they want to be engaged while creating a seamless digital and showroom experience to transform a sales prospect into a customer. It’s a new day.