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BRAZILIAN CAR BUYERS ARE BECOMING MORE DIGITAL, BUT STILL VALUE IN-PERSON INTERACTION

Accenture conducted an online survey in four major automotive markets (US, China, Germany and Brazil) to learn the preferences and buying habits of car buyers.

The study found that Brazilian customers value in-person interaction with sales staff more highly than customers in any of the other countries—especially when it comes to negotiating price.



Almost **two thirds** of Brazilians want to negotiate the price in person at the dealership—**more than any other country surveyed.**

KEY FINDINGS



DIGITALLY EMANCIPATED CUSTOMERS

Brazilians still do most of their decision making at the dealership.



REGIONAL DIFFERENCES

Like the Chinese, Brazilians prefer to buy their cars at flagship stores over other formats.



THE HUMAN TOUCH

Sales staff with product knowledge are especially highly valued though more than half would seek purchase advice through a neutral digital channel.



VOLUME = PREMIUM

Both premium and volume customers value in-person interaction with sales staff.



THE DIGITAL PARADOX

Digital natives visit physical dealerships more often than digital laggards.



ONLINE OUT OF CONVENIENCE AND PRICE

One-stop shopping is a more important driver of online buying than cheaper prices.

NEXT STEPS

Ask yourself:



Who will occupy the touchpoints that deliver a satisfying customer experience?

Digital increases the number of customer touchpoints on the car-buying journey, all of which need to be occupied. Which will be handled by the OEM, which by the dealer, and which by online portals or platforms?



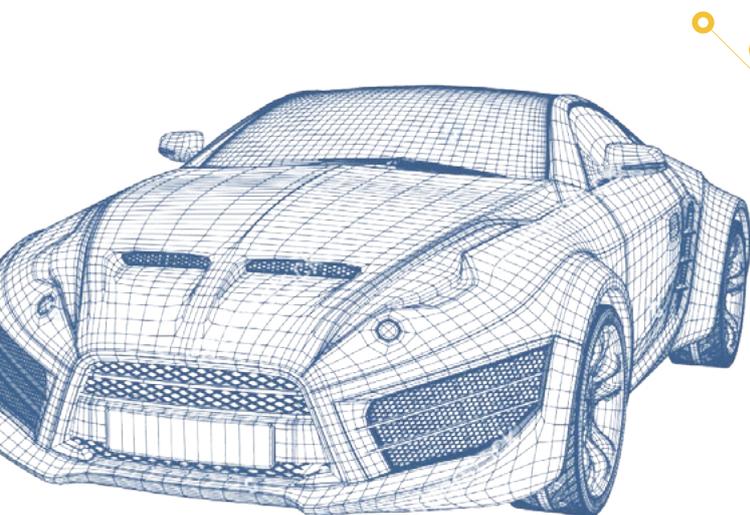
What are the future roles of the OEM and the dealer?

Both want to stay close to the customer and both will have customer data, or at least the opportunity to generate customer data. OEMs, however, will be better positioned to develop comprehensive customer insights, thanks to driving profiles generated via the big data capture capabilities of connected cars.



What is the right mix of future retail formats?

The traditional, three-tier distribution system (OEM/wholesaler/dealer) is becoming restrictive. The industry needs omni-channel strategies.



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