ONLINE CAR BUYERS STILL WANT A PHYSICAL EXPERIENCE

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 only one third of the customers who bought a new car in the past five years would do so again from a standard dealership in the future.

Most prefer different options, regardless of whether they are premium or volume customers.

SIX KEY FINDINGS

THE DIGITAL PARADOX
The more digital car buyers get, the more they seek a rewarding physical experience.

VOLUME = PREMIUM
Both premium and volume customers have much the same expectations when it comes to the sales process.

REGIONAL DIFFERENCES
Chinese car buyers have a strong preference for flagship stores whereas US and German car buyers prefer other formats.

DIGITALLY EMANCIPATED CUSTOMERS
Car buyers want online stores that are easy to find and use.

ONLINE OUT OF CONVENIENCE AND PRICE
Bargain hunters and one-stop digital convenience seekers require different offerings.

THE HUMAN TOUCH
Car buyers are looking for a “Customer Genius” with really deep product knowledge, online and off.
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.