



FAQ - FREQUENTLY ASKED QUESTIONS

## Digital Transformation in Lead Management

Digital technologies are revolutionizing how business is done in the automotive sector, including approaches to tracking and managing sales leads and building a robust customer base. To stay competitive, automotive brands and dealerships must adapt **lead management** techniques to suit the new digital realities. This requires taking a close look at how effectively digital platforms have been integrated into lead management processes and perhaps enlisting expert assistance to ensure that no opportunities are missed in cultivating strong customer relationships.

### 1. How Is Digital Change Affecting Lead Management?

Before the advent of smart phones, telephone calls and dealership visits still dominated customer generated leads. Today, footfall has decreased by 75%, and digital contacts make up a solid 50% of inbound leads, which are distributed among various channels. Customer behavior has changed in other ways, as well. Millennials, for example, spend more time gathering information and weighing their options than baby boomers, and for the overwhelming majority – 88% – that research is done online. In addition, 59% of younger buyers follow brands on social media long before deciding to purchase. As a result, the digital presence and online communication of brands and dealerships are at the forefront of lead management.

### 2. How Are Opportunities Missed When Lead Management Fails to Transform?

A failure to respond, respond in a timely manner or respond appropriately to inbound digital leads is a sign that dealerships or manufacturers have not transformed their processes sufficiently to compete in a digital world. By ignoring queries, allowing more than an hour to elapse before answering them or responding inappropriately, the window of opportunity can easily be missed. Inappropriate responses include those made “out of channel,” such as sending an email to a facebook inquiry, as well as those too formulaic to add real value to the exchange.

Retailers also miss opportunities when they ignore online reviews. Customers have easy access to public feedback platforms, and an unflattering review left unanswered simplifies decision-making – that dealership is easily passed over for another.

Finally, ease of navigation is paramount on brand and dealership websites. Buyers today are used to having information at their fingertips and have little patience with slow, cumbersome or unintuitive sites. A poorly designed, user-unfriendly web page drives potential customers away.

### 3. What Are the Primary Digital Platforms Frequented by Potential Buyers?

Customers use a range of digital channels to communicate their interest, each requiring consistent monitoring and expertise. In no order, the most common are:

- > Youtube
- > Instagram
- > Facebook
- > Twitter
- > Corporate or dealership websites
- > E-mail

### 4. What Keeps Digital Customers Engaged?

The quality and presentation of on-line information is critical, since customers increasingly start their search on the internet and social media platforms. Once contact is made, it is the job of the sales team to nurture the relationship and focus on creating a positive experience in alignment with brand values. Exchanges should be driven by the needs of the customer, with advice and timelines tailored to their preferences. A one-size-fits-all approach is

unsuitable in a world that encourages individuals to curate and customize nearly every aspect of daily life.



### 5. How Can DEKRA Help with Digital Transformation in Automotive Sales?

DEKRA's long and successful history as a partner to the automotive industry has generated innovative solutions and an active approach to digital transformation. Aware of the challenges facing automobile manufacturers and dealerships today, we know how important reliable processes are to ensure consistency. With our quality, speed and tracking tools, we also ensure agile and up-to-date lead management. Our performance improvement **coaching services** and our specialization in digital transformation benefit brands and dealerships of all types.

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