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With 2X the Consumer Engagement, CDK Roadster Keeps the Excitement Going

The key to success in today's world of automotive retail is rooted in the ability to provide consumers with an efficient and personalized buying experience. While consumers want to complete some of the purchasing process online, they still want to go into the dealership, and they want the experience to be seamless.

According to a recent CDK shopper study, 93% of consumers still visit a dealership at some point in the buying process. When they do they want the process to pick up where it left off. Express Storefront enables a seamless transfer of information from online to in-store and vice versa, which eliminates redundancies and the frustration of being left alone while their salesperson goes in search of answers. **Consumers left alone 3 or more times reported a drop in satisfaction of 30%.**

Dealers Are Realizing The Need For An Omnichannel Retail Experience.

The essential takeaway from the above studies is that when a customer visits the dealership, the experience they have in-store must match or elevate the experience they had online for it to be considered a positive experience. CDK Roadster's digital sales platform meets customers where they are – online, in store or as they switch between the two. It's also a great tool in the showroom, and for remote selling. CDK Roadster is at the forefront of the digital movement, and the results clearly demonstrate the efficacy of its omnichannel solution.

Dealers who use Roadster digital sales platform experienced double the engagement than the industry average. Roadster dealer-partners also reported an average NPS of +85, more than double the automotive industry average of +39. There was also an increase in activity once the order for a new car was received.



+85
Average NPS score
of dealers that use
CDK Roadster

CDK Roadster Streamlines the Car Buying Experience

Any time a consumer is excited about the process from the minute they start looking at cars to that moment they drive their new car off the lot, is a great day for everyone.

You know what else is exciting? With Roadster, dealers can fully control the pricing in their digital showroom to avoid any pricing surprises, as well as market in-transit and built-to-order vehicles so that even when inventory supply is low, demand doesn't have to be.

Roadster comes with everything a dealer needs to ensure an unrivaled omnichannel experience. And it's easy to implement.

- The automotive industry's only complete end-to-end digital sales platform
- Compatible with dealers' preferred CRMs, lending solutions, website providers and more
- Dealer success training, and the chance to level up to CDK Global University certification

Learn how CDK Roadster can help you keep the excitement going. If you have questions, or would like a free demo, give us a call today.



[Steven Walker](#)

Steven Walker is a senior product marketing manager with CDK Roadster. With a background in automotive CRM and Digital Retail consulting, he has a deep understanding of the unique challenges and opportunities car dealerships are facing today. Steven aims to help dealerships with implementing strategies that optimize their operations, streamline their sales processes, and ultimately drive revenue growth in order to successfully navigate the rapidly evolving digital landscape.

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About CDK Global

CDK Global is a leading provider of retail technology and software as a service (SaaS) solutions that help dealers and auto manufacturers run their businesses more efficiently, drive improved profitability and create frictionless purchasing and ownership experiences for consumers. Today, CDK serves nearly 15,000 retail locations in North America.

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