Home | FPO Blog Section | FPO BLOG NAME

← BACK

Dealerships Across the U.S. Are Turning on Buying Excitement

The State of the Auto Industry Is Changing

While inventory is improving and the chip shortage is mostly behind us, a big challenge remains. Buyers are shopping online at an increasing rate, and dealers who don't prepare for this reality stand to lose out on auto sales — including the rapidly growing EV market. This is especially true among millennials and Gen Xers, who now make up a higher percentage of the auto purchasing market and prefer to buy digitally.

While many consumers enjoy shopping side by side with their salesperson, **80% want to do at least a portion of the car buying process online.** Why? Because they can do it when they want, where they want, anytime they want. Online is becoming the consumers' portal to the showroom and to a more satisfying buying experience. And that's exciting.

Dealerships that don't adapt to digital retail may find themselves in the rearview mirror. According to automotive consultant Alan Haig, **nearly 30% of U.S. car sales in 2020 were completed online, and e-commerce will likely make up the core of dealership sales in a decade.**

Dealers Are Adopting Digital Retailing Solutions

In response to consumer demand, top dealerships across the country are adopting solutions that enable online shopping. At the forefront is CDK Roadster Express Storefront, which provides these proven results:

2X more engagement
Dealers who use our digital sales platform report twice as much online engagement as the industry average.

70% more efficiency
Our omnichannel commerce capabilities enable dealer-partners to work multiple deals at once and sell 17 cars per person per month, on average — compared to the industry average of 10.

2X more satisfaction
Roadster dealer-partners report an average NPS of +85, more than double the automotive industry average of +39.

CDK Roadster Express Storefront Provides a Seamless, Omnichannel Experience

With Express Storefront, you not only give consumers the ability to shop online; you give them a true omnichannel experience, so they can go where they want to go, from online to your showroom, and your system will follow along seamlessly as you close the sale. It is also simple to add to
your dealership:

• The automotive industry's only complete digital sales platform

• Comes with everything you and your customers need to transact online and in your showroom

• Compatible with dealers' preferred CRMs, lending solutions, website providers and more

Learn how CDK Global can help you turn on the buying excitement. If you have questions, or would like a free demo, give us a call today.

← PREVIOUS POST   NEXT POST →

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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SL: Give Customers What They Want
PHP: CDK Roadster Express Storefront doubles customer satisfaction.

CDK ROADSTER

TURN ON BUYING EXCITEMENT

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Consumers love buying online. Buying a car is no exception.

In fact, 80% of consumers want to do at least part of the process online. Why? Because it's easier, faster, and more efficient.

Plus they can do it on their time, whenever and wherever they want. When you give customers the buying experience they want, you'll discover you have a lot to be excited about too.

CDK Roadster Offers a Seamless Omnichannel Retail Experience for All:

• Customers can complete some or all the purchase process at home and pick up where they left off in store.

• With side-by-side deal structuring, Salespeople can spend less time away from customers.

• Compatible with dealers' preferred CRMs, lending solutions, website providers and more.

The time has come to modernize car buying and selling — and the sooner you meet consumers where they are, the happier everyone will be.

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