

Trends of the younger car-buying generation

Is your dealership prepared?

43% of Millennials have bad credit¹

83%

expect a response from the dealership within 24 hours of sending an inquiry²



50%
of customers check a dealer's online customer reviews before considering it for purchase²

22%
use a social media site as a source while shopping for their new vehicle³

52%

of car shoppers feel anxious or uncomfortable at dealerships⁴

Millennials lead the pack in their dislike, with 56% saying they'd rather clean their homes than negotiate with a car dealer.⁴



CUSTOMER SATISFACTION GRADE

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67% satisfaction with their interactions with the financing department⁵

56% satisfaction on how long the process took⁵

86% of buyers will pay more for a better customer experience⁶

How to have happy customers that buy from you again and tell all their friends.

- 1) Be a good listener, answer their questions thoughtfully and make it easy for them to reach you.
- 2) Put your customer's needs ahead of your own. Be generous with your content and knowledge and offer it freely to build trust.
- 3) Make the buying process stress-free for your customer by knowing how to use the right tools to get them financed.
- 4) Know where your customer hangs out online and start hanging out there, too! Use a mix of digital and traditional marketing so you stay in front of your customer.
- 5) Having a happy customer is key! Solve your customers' problems quickly and easily and make buying a car as painless as possible. People do business with people they like and trust.