



BEST PRACTICE STRATEGIES: COVID-19

Practice Personal Distancing and Adapt to the Changing Times Now with Virtual Retailing Best Practices from Digital Air Strike

Put Your Customer at Ease

- ✓ Design and implement a health safety plan as soon as possible, then promote what you're doing with social media posts and social advertising to inform your customers what you have in place.
- ✓ Offer pick up and drop off services to car buyers for solo test drives.
- ✓ Offer pick up and drop off services to service customers including loaner vehicles.
- ✓ Wipe down all high traffic surfaces with approved products and provide hand sanitizer on every counter for customers and staff.
- ✓ Reinforce to all customers and staff that your entire team is available to help.



Empower Your Customers to Get Answers Virtually

- ✓ Showcase your remote and personal distancing options for purchases and service calls. Offer “White Glove” concierge services or a “new car NICU” that is separate from other dealership areas and equipped with video conferencing technology such as the Facebook Portal.
- ✓ Allow customers to do most paperwork from home, including getting pre-qualified for vehicles in your inventory via Digital Air Strike’s new Credit Logix tool.
- ✓ Display your full inventory on Facebook, Instagram and your website with links to your VDPs.
- ✓ Leverage intelligent messaging and AI to answer questions 24/7 including about your dealership’s plan to stay healthy and safe moving forward.
- ✓ Share examples of the customer virtual retailing experience on your dealership’s website and personal social media pages. Encourage customers to share that you are doing your part to #flattenthecurve.
- ✓ Use video, team chat platforms, Facebook Messenger and Skype to keep staff working together while practicing personal distancing including working from home.

