DAS Technology conducted one of the largest national Mystery Shops across 1,850 unique dealerships to gain new insights on how well they respond to leads.

**Mystery Shop Study Methodology:**

- Data gathered Q3-Q4 2022 from 1,850+ mystery shop inquiries including specific VDP and price questions.
- Shopped dealers using a combination of VDP lead forms, Google Business Profile pages, website chatbots, and Facebook pages for all locations.
- Domestic and foreign automotive brands represented across all major U.S. geographic regions; dealers chosen randomly and were not clients of DAS Technology.
- Prior DAS Mystery Shop Study released in 2018 and data was also compared to the Digital Air Strike 9th Annual Customer Experience Trends Study (2022).

**Top 4 Takeaways**

1. **Dealers are too reliant on generic autoresponders, and most ignore specific questions from consumers**
   - **Challenges:**
     - 62% of dealer responses were autoresponders with no specific vehicle information or pricing despite questions asking about those areas.
     - 45% of VDP responses didn’t include ANY information about the vehicle.
     - 78% of lead responses didn’t include alternative vehicles yet most consumers purchase an alternate vehicle or buy after the inquired vehicle is sold.
     - Only 2% of dealers provided any financing, payment, or leasing information despite consumers wanting this information.

2. **Online reviews with dealer responses will boost sales and service, but dealers have fallen off in this area**
   - **Challenges:**
     - 20% of dealers had visible spam or negative comments on their social sites and Google pages, and half of the dealerships didn’t post a response to the negative comments.
     - 46% of dealers didn’t respond to any Facebook comments and questions.
     - 93% of vehicle buyers said recent online reviews with responses helped them want to select a dealership.
     - Despite how important Consumers value reviews, less than 1% of dealers included customer testimonials in online communications or when engaging with consumers.

3. **CDXP Solution**
   - DAS Technology’s Lead Engagement Solution, Response Logix, integrates with a dealership’s CRM.
     - Smart Quoting and Smart Follow capabilities respond to leads with dynamic content, multiple vehicle options, pricing and financing information, and custom business rules to help close 12-18% more leads all while working with the dealership’s existing sales process which also boosts CSI.
     - Response Path AI Messaging also includes the ability to integrate custom quotes and pricing.

4. **Google is the #1 trusted car shopping source, but dealers aren’t taking full advantage of all capabilities**
   - **CDXP Solution**
     - DAS Technology’s Loyalty Platform includes patented Social Media and Reputation Management solutions that customize a cadence to pair technology with real content moderators to unleash the power of the voice of customers with minimal effort by dealership staff.
     - More reviews are generated through social media, Google, and lead response technology, and dealers can edit responses on the app and review content. This includes Video Reviews which can be seamlessly integrated into marketing campaigns boosting sales and service revenue.
CONSUMERS WANT VIDEO, WHICH DRAMATICALLY BOOSTS ENGAGEMENT, YET FEW DEALERS ARE USING IT EFFECTIVELY

CHALLENGES:

- 41% of consumers say a video from a dealership would help in their vehicle selection and make them want to purchase from a dealership that made a personal connection.
- Only 3% of dealer responses to inquiries contained an embedded video or link to a page with a video.
- 87% of consumers said they would prefer seeing any video over no video at all.
- 92% of consumers like receiving engaging text messages with graphics or video.

CDXP SOLUTION

DAS Technology’s Engagement Platform includes dynamic video technology that enable dealers to access a library of videos and create 1:1 videos to respond to consumers easily. Library includes videos featuring vehicle features, service specials, F&I, parts and accessories, vehicle cleaning, and dealership’s unique benefits. The DAS Power Text platform includes the ability to send video and graphics paired with AI-powered chat bot messaging and push to text or talk to dealership personnel.

GOOGLE IS THE #1 TRUSTED CAR SHOPPING SOURCE, BUT DEALERS AREN’T TAKING FULL ADVANTAGE OF ALL CAPABILITIES

CHALLENGES:

- Consumers rank Google as the #1 source for researching dealerships and reviews.
- 86% of dealers didn’t respond to any consumer questions posted on Google Business Profiles.
- Of those dealers who responded, only 8% answered within one business day.

CDXP SOLUTION

DAS Technology is THE partner to maximize the reach and performance of Google Virtual Showrooms through Google Business Profiles, Google Vehicle Inventory, Google Offer Tile, Google Ads, and more. DAS Technology will not only drive more leads but also offers a solution to engage consumers and respond to questions. DAS Technology also offers LotVantage to merchandise inventory on YouTube, eBay, and Craigslist. DAS Technology was the first partner selected by Amazon to integrate inventory data feed into OTT streaming ads.