

Online Shopper: Electric™ provides the automotive experience that consumers are demanding: instant, easy digital car shopping with the clear ability to see the affordability of any vehicle for sale. The dealer's website - not a microsite or third-party platform - is turned into a destination to shop for and buy a car. A key differentiator of Online Shopper: Electric™ is that it allows consumers to compare multiple vehicles and monthly payment options side-by-side by creating their own customizable Garage. Shoppers have the ability to revise their deals, compare financing options to leasing, and see how their trade-in impacts their monthly payment. This in-depth information empowers them to make real buying decisions they feel comfortable with.

Integration with captive and local lending institutions allows consumers to create customized deals with real-time bank rates. With a simple 3-step checkout process, the desired vehicle can be reserved in a matter of seconds. Online Shopper: Electric™ provides a seamless connection between the online car shopping process and the customer's in-store sales visit. Historical metrics show that dealers with Online Shopper saw a 3X lead increase year over year. The Online Shopper leads are more detailed, come from high intent buyers, and close faster. Armed with the information they were looking for, customers arrive at the dealership more confident, and historically, complete their deal much faster.

The Problem:

The auto industry has gone full force into digital retailing to try to replicate other types of retail purchases that are made online. However, most dealers would concur that the shopper is primarily concerned with getting questions answered online, primarily those related to their budget, and they are not yet ready to push a button and buy a car digitally. The shopper is concerned with convenience and time-savings while accessing accurate information about their vehicles of interest. They want a process that is easy, intuitive, and numbers that are still relevant once they reach the dealership - and they want a salesperson that is prepared to discuss the work they've done online.

Digital Retailing

Online Shopper Electric

The digital retailing solution that lets shoppers customize and compare payments across multiple vehicles to make real buying decisions with the dealer's inventory.

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"The platform allows the dealer to capture important buying signal information pertaining to the inquiry. Online Shopper has increased our lead volume by 30% with an average closing ratio of 20% across the group."

Lydia Galford
BDC Director
Lorensen Auto Group



www.DealerInspire.com

"Online Shopper™, our digital retailing technology, seamlessly integrates on the Dealer Inspire website platform to drive more shoppers much further into the buying journey without demanding more dealer resources."

Joe Chura
CEO
Dealer Inspire

How It Works:

Shoppers can search a dealer's inventory to find multiple vehicles of interest. By storing vehicles to their 'Garage,' consumers can manipulate all of the financing and lease options on vehicles to find a scenario that delivers the payment they want. The shopper can elect to value their trade - powered by TradePending™ - and that number will be built into each of the vehicle deals. Accessories can be selected and added to the monthly payment. Once the consumer decides which car they want, a simple 3-step checkout process can be used to reserve a car and/or an appointment can be set - all in a matter of seconds. Under development now, Electric™ will soon seamlessly integrate with Conversations™ so the customer can receive any online assistance they may need as they make their choices. The shopper never has to leave the dealer's website to gather other data.

Electric™ builds trust by providing a connected experience for the entire shopping journey. Whether the shopper is sitting at home researching on their phone or meeting with the salesperson in the dealership, Online Shopper works the same way. A shopper can walk into the dealership and open their Garage with the salesperson on an iPad or kiosk to review their selections and see the same information they saved earlier.

Focus on the Customer AND the Dealership. Electric™ is equally focused on the online consumer, the consumer walking in the storefront, AND the dealership. The customer should be able to do all of their research on the dealer's website so they can eliminate any purchase objections they have before coming into the dealership. The dealer will get notified at the different stages of the shopper's online buying process and receives updated lead information based on the customer's activity and input on Electric™. They know which vehicles the consumer is comparing and the budget they prefer. Dealers are coached about how they should treat these leads and how to streamline the digital retailing process into the dealership in a non-disruptive flow.

Jonah's Garage

Payment Settings
Garage Settings

New 2019 Chevrolet Silvera...
1GCRWED3KZ230560
\$663.11 / month
EXPLORE MORE

powered by
ONLINE SHOPPER

YOUR DEALS	
MSRP	\$48,380.00
Your Base Price	\$38,005.00
Incentives	\$750.00
Cox Magic Price™	\$37,255.00
Payment Type	Finance
Term	60 months
Lease Mileage	-
Amount Due at Signing	\$2,000
Trade In Value	-
Best Bank Offer	1.50%
Accessories	\$0.00

Comparing Vehicles in Their Garage. Shoppers can add vehicles of interest to their secure 'Garage' with the ability to adjust and compare pricing and payment offers on a single page instead of clicking back and forth to multiple screens or emails. A simple phone number and 'key' allow the shopper to open their Garage at home or at the dealership.

The shopper can click through and see details about their trade-in value or view additional bank offers.

Payments for accessories are built into the cost.

Building My Garage. The customer may not know which vehicle they want, and they can experiment with multiple selections within their Garage to compare pricing. The 'best bank offer' is pulling rates and offers from local lenders based on the parameters that the dealer has sent, the credit information that the shopper has self-reported, and the customer's location. The shopper can open all of the offers and select a different one if they prefer. The lenders offered can be customized by the dealer.

Calculating Their Payments. The customer enters their Zip so that the correct taxes can be applied to a penny-perfect payment. The shopper can adjust the terms and down payment to view various monthly payment scenarios, for financing or leasing. The shopper can self-report their credit or, NEW this year, they can elect to have a soft credit pull if they are not sure of their level of credit worthiness. Completing the credit application process will also reduce the amount of time spent at the dealership.

Trade in Valued by TradePending. In order to apply value to the trade, the shopper is asked for details: *What vehicle will be traded, how much mileage, how much is owed, what is the condition?* The value will be loaded into the deals for each vehicle that the shopper is building.

The screenshot displays the 'CHEVY DEMO | powered by ONLINE SHOPPER' interface. On the left, a 'Customized Payment Plan' table is shown, and on the right, the 'Customize Your Vehicle' section features an 'Accessories' list. A blue callout box highlights the 'Accessories' section, stating: 'Accessories. A description of applicable accessories for the vehicle are displayed with the description and the monthly payment.'

Customized Payment Plan	
MSRP	\$24,395
Your Base Price	\$21,503
Payment Type	Finance
Term	72 months
Down Payment	\$2,150
Best Bank Rate	4.99% <small>@Chrysler</small>
Trade-In Estimate	\$8,482
Incentives	\$3,000.00
Accessories	-
Fees & Taxes	\$1,761.97

View Customized Payment Plan >
\$235.60 / month ⓘ

[Back to Garage](#)

Customize Your Vehicle

Accessories
 Select items to upgrade your new ride.

[← Back to Accessories](#)

Premium All-Weather Floor Liners
\$155

For ultimate interior protection, Premium All-Weather Floor Liners by Chevrolet Accessories are the solution. Offering precision coverage around interior trim, driver pedals, seat tracks and door sills, they're constructed of quality materials that provide optimum carpet and interior protection, isolating debris and moisture while remaining removable for cleaning.

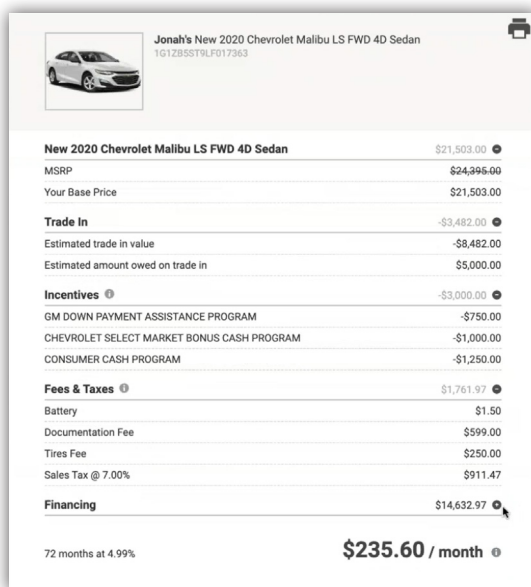
SELECT
 \$2.50 / month

[BACK](#) [NEXT](#)

No thanks, I will accessorize later!

F&I Products – Coming Soon. Consumers may want to explore and educate themselves on F&I products that can be included on the deal. Similar to Accessories, those products will be described, and payments provided; the shopper can elect to add them or not. However, the information that is provided will be helpful so that the shopper is more knowledgeable about F&I when they visit the dealership.

Make an Appointment. If the shopper decides to purchase the vehicle, the next screen will tell them what to expect: *Make sure to bring your driver's license and car insurance.* Also, included are CTAs: give us a call, get directions. The salesperson can now maximize the customer's time in the store and make it a pleasant experience.



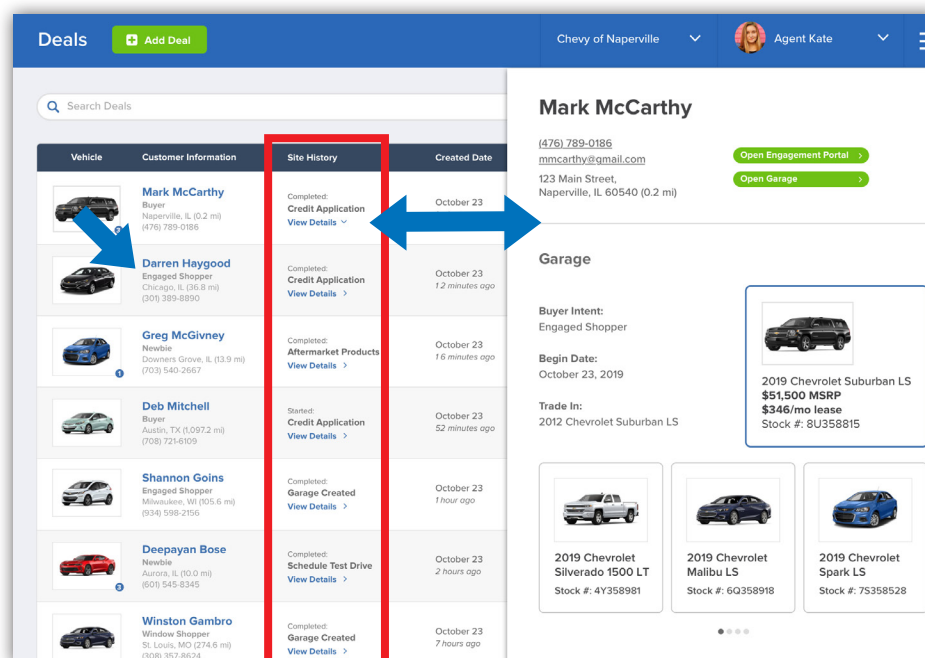
Jonah's New 2020 Chevrolet Malibu LS FWD 4D Sedan
1G1ZB5ST9LF017363

New 2020 Chevrolet Malibu LS FWD 4D Sedan	\$21,503.00
MSRP	\$24,995.00
Your Base Price	\$21,503.00
Trade In	-\$3,482.00
Estimated trade in value	-\$8,482.00
Estimated amount owed on trade in	\$5,000.00
Incentives	-\$3,000.00
GM DOWN PAYMENT ASSISTANCE PROGRAM	-\$750.00
CHEVROLET SELECT MARKET BONUS CASH PROGRAM	-\$1,000.00
CONSUMER CASH PROGRAM	-\$1,250.00
Fees & Taxes	\$1,761.97
Battery	\$1.50
Documentation Fee	\$599.00
Tires Fee	\$250.00
Sales Tax @ 7.00%	\$911.47
Financing	\$14,632.97

72 months at 4.99% **\$235.60 / month**

Review Your Details and Reserve Your Vehicle. The shopper can review the details of their deal including all incentives applied and the breakdown of Fee and Taxes. They can elect to stop at this point, printing their deal or perhaps walking into the dealership. Or they can choose to reserve the vehicle. The dealership may offer a 48-hour hold, but those details can be customized by each dealership.

The Backend. The dealer can see all of the active deals on Electric™. In the site history, the dealer can view the shopper's input, the stages they completed, the credit apps as well as the last steps they took on the site (see **red box**). Electric™ qualifies buyer intent (see **blue arrow**) based on the actions that the consumer has taken: Buyer, Engaged Shopper, Newbie, Window Shopper, etc. This helps the dealer prioritize who they want to contact first. Below is a summary of active deals with a close-up view of a deal's detail screen.



Deals + Add Deal

Chevy of Naperville Agent Kate

Search Deals

Vehicle	Customer Information	Site History	Created Date
	Mark McCarthy Buyer Naperville, IL (0.2 mi) (476) 789-0186	Completed: Credit Application View Details	October 23
	Darren Haygood Engaged Shopper Chicago, IL (36.8 mi) (308) 389-8890	Completed: Credit Application View Details	October 23 12 minutes ago
	Greg McGivney Newbie Downers Grove, IL (13.9 mi) (703) 540-2667	Completed: Aftermarket Products View Details	October 23 16 minutes ago
	Deb Mitchell Buyer Austin, TX (1,097.2 mi) (708) 721-6109	Started: Credit Application View Details	October 23 52 minutes ago
	Shannon Goins Engaged Shopper Milwaukee, WI (105.6 mi) (934) 598-2156	Completed: Garage Created View Details	October 23 1 hour ago
	Deepayan Bose Newbie Austin, IL (0.0 mi) (601) 545-8345	Completed: Schedule Test Drive View Details	October 23 2 hours ago
	Winston Gambro Window Shopper St. Louis, MO (274.6 mi) (308) 357-8624	Completed: Garage Created View Details	October 23 7 hours ago

Mark McCarthy

(476) 789-0186
mmccarthy@gmail.com
123 Main Street,
Naperville, IL 60540 (0.2 mi)

[Open Engagement Portal](#)

[Open Garage](#)

Garage

Buyer Intent:
Engaged Shopper

Begin Date:
October 23, 2019

Trade In:
2012 Chevrolet Suburban LS

2019 Chevrolet Suburban LS
\$51,500 MSRP
\$346/mo lease
Stock #: 8U358815

2019 Chevrolet Silverado 1500 LT
Stock #: 4Y358981

2019 Chevrolet Malibu LS
Stock #: 6Q358918

2019 Chevrolet Spark LS
Stock #: 7S358528

Communicating with the Shopper. From within Electric™, the salesperson can reach out to the customer in order to send photos, provide information about conditional rebates, or sales events, for example. The salesperson can send texts and emails straight from the Deals page, or they can click-to-call, and the call will be logged and recorded. The sales team can quickly access a historical view of all emails, calls, and text messages with this customer.

Marketing Materials Encourage Digital Retailing. Dealer Inspire provides marketing materials to help consumers recognize the benefits they receive through Online Shopper: Electric™. In an effort to coach the consumer on the new shopping pattern, a quick video can be landed on VDPs or SRPs to explain how this digital retailing product is useful to them.

PICK YOUR PAYMENT
& CHECK OUT ONLINE

GET INSTANT PAYMENT

powered by  ONLINE SHOPPER

Banners on SRPs
and VDPs encourage
shopper engagement.

Reporting. Through Dealer Inspire's new reporting platform, PRIZM, the data available to dealers about Electric™ is extremely robust. It includes extensive information on engagements, how many people have opened their garage, how many leads have been submitted, and includes analytic events and usage data that can be viewed at an enterprise level, all in one location. With DMS integration, those numbers can be tied to a vehicle purchase. There are also analytics that fire within the tool to identify when shoppers drop out of the digital retailing process. PRIZM is a free component and has the ability to ingest information from all Dealer Inspire products and report activity to the dealer.

What do dealers say about Online Shopper: Electric?

"Dealer Inspire's "Online Shopper" has been and continues to be an excellent digital retailing tool at three of our dealerships. "Online Shopper" allows a customer to start the buying process online and continues to their in-dealership experience. Its ease of use, transparency, and value bring a high level of satisfaction to our customers. To us, it allows the dealership to understand the needs of the customer before they set foot in the door. It's our 24-hour sales team. We are now where the customers wants to be shopping for a vehicle; in their hand, or at their desk. 5 STARS."

Jamie Bishton
President
NOARUS Auto Group

"Web and electronic traffic are critical for our dealership because we have ZERO drive-by traffic. Our DI Advocate introduced us to Online Shopper and the results have been amazing!"

Barry Moore
General Manager
Wright Honda of Uniontown

"We piloted this product in one of our stores and quickly added on the rest of the group. The platform allows customers to be part of the buying process and, at the same time, allows the dealer to capture important buying signal information pertaining to the inquiry. Online Shopper has increased our lead volume by 30% with an average closing ratio of 20% across the group."

Lydia Galford
BDC Director
Lorensen Auto Group