

Automotive retailers: Is your online customer experience out of data?

Consumers want and expect to be able to browse and buy almost anything online – quickly and easily – from groceries to home appliances. And in a more digital-focused world, **the automotive industry is evolving to meet this new shopping preference**. The opportunities are vast but this **surge in demand is creating more competition**, and the automotive retailers within the digital marketplace that don't put customer experience at the forefront of their online purchase journey face missing out on sales.

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An increasingly complex market

- The automotive market has more choice than ever before from ICE to EV.
- Vehicle availability is pushing up demand for used cars.
- Direct sales is increasing in approach – Tesla has proven success despite no legacy dealer network.
- A typical car buyer now dedicates **61%** of their time researching and shopping online.

It's never been more important for automotive retailers to invest in the online customer experience to enhance the digital purchase journey.



2

Why customer experience is important?

In an increasingly competitive market, if customers can't find the information they need, quickly, they will find it elsewhere – meaning lost revenue and damaged reputation.

- Just a one-second page response delay can cause **7%** reduction in conversions.
- **86%** of online shoppers are willing to pay extra for a good user experience.
- **79%** of people will immediately look for another site if they don't like what they see on the first page.
- A good user interface can increase website conversion rates by up to **200%**.

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So, what's holding online auto retailers back?

In a constantly changing market, delivering the most up-to-date vehicle data for the entire car parc is not that simple. Here's the problems facing automotive retailers in the digital marketplace:

- Unstructured data - Dealing with unstructured data from different sources.
- Poor quality and timeliness of data.
- Mapping and matching vehicles to specs data for new and used vehicles.
- Back-end system complexity in developing configurator tools.
- Inefficiencies and costs involved in numerous suppliers to facilitate multi-market expansion.



There's got to be another way, right?

Introducing Carspecs API. Designed specifically for online automotive retailers to provide market-leading specification, pricing, and incentive data to enhance customer experience and the digital purchase journey.

Carspecs API:

- ✓ Integrates seamlessly into any digital platform.
- ✓ Delivers accurate vehicle information quickly, effortlessly, and efficiently.
- ✓ Global data provided in a standardised format, tailored to local requirements and supported by regional teams.
- ✓ The most up-to-date real time vehicle information, automatically updated, guaranteed.
- ✓ Delivers a frictionless online car buying experience.
- ✓ Car configuration capabilities, including exclusive option build rule logic.
- ✓ Backed by JATO's renowned 38+ years' experience delivering comprehensive data to multi-market players in more than 50 overseas markets.

Empowering organisations to deliver a frictionless online car buying experience. Our knowledge is your power.

Want to know more? [Click here](#) to request a demonstration.