



Auto consumers have adopted a self-directed model of research and are increasingly solidifying their purchase decisions online before involving dealership personnel. urLive's video platform easily and seamlessly reinjects salespeople earlier into the process, potentially increasing lead generation (by 18%) and conversion (by 10%).

Auto sector's monumental disruption

Although the auto sector has been impacted dramatically by advancements in online technologies it has been slow in reacting. Acutely, **technology has drastically altered purchasing methods** and the way consumers gather information and make purchase decisions has changed. Much of the responsibility for educational aspects of the research process has now shifted from channel intermediaries (dealerships) as trusted educators to instead, end consumers researching online. Today, potential customers enter dealerships armed with much more information than ever before and closer to making their final decision.

An average automobile purchase decision now takes 10-13 hours and (Source: Fortune Magazine Article, cited in publications) consumers complete 60% of this process privately, online and increasingly on smartphones and mobile devices. These individuals have already made provisional decisions on brand, make, year and preferred vehicle configuration prior to selecting a target dealership, which is often not the closest one to them geographically.

Customers still trust and involve dealers, but they are more self-directed and somewhat skeptical in the early stages of the process. Preferring to do their own homework first, and then have their findings corroborated and supplemented by a competent and trustworthy sales professional. Dealers can still be vital in the information gathering and the decision-making process, but they are usually engaged at a later stage. If they are not engaged, then they can be bypassed altogether or more likely abandoned due to information overload on the part of the online would-be consumer.

Millennial consumers and younger people increasingly use online resources to research and conduct technology-mediated interactions (such as via text exchanges and bots) to advance purchasing decisions. By contrast, Baby Boomers still prefer personal engagement.

Dealership opportunity in 2020

Prospective customers now visit dealerships mainly to assess the veracity and completeness of the research they've completed and to determine whether the sales specialist is trustworthy and can provide additional information. Consequently, buyers are much more willing to pit dealerships against each other – often in real time – for the best deal.

Consumers seek out knowledgeable salespeople who can provide clear advice and an accurate picture of what owning that new vehicle will feel like. Unfortunately, if would-be consumers become uneasy about the process or their provisional conclusions, many abort the research process without further action.

This outcome is similar to “abandoning the shopping cart” that occurs in both online and offline locations. Therefore, to remain a viable option in the consumer’s mind, **the timing and method of supplying information (or interaction / intervention) becomes critical.**

Video Engagement Case Study: Cadillac Live

One leading manufacturer that has embraced a new approach to effectively engaging customers is Cadillac, through an interactive initiative called Cadillac Live. Cadillac provides a virtual showroom, accessible via online video interaction, to engage and to educate online visitors with the intent of enticing them to visit a regional Cadillac dealership. The process effectively bridges the gap between the consumers online research and the traditional, offline dealership showroom. It facilitates a direct link and a smooth transition from the online self-directed and impersonal research process to an interactive, personalized, compelling educational experience.

Cadillac’s approach is to create a virtual showroom. Once a “guest” arrives, a Cadillac product ambassador becomes a virtual valet and provides an introduction to some current and popular vehicles. With the help of this expert assistant (or expert assistance), online guests can inspect vehicles, ask questions, get precise answers and build purchase confidence. They do so in an interactive, focused, precise and personalized manner. There are no AI-powered chat bots seeking to assess intent or to decipher questions from keywords. Rather, the competent virtual host can provide straight, precise and complete answers to actual questions. Apart from being readily accessible, the interactive process creates a persuasive and meaningful exchange.

The early results have been nothing short of phenomenal as some **18% of online visitors choose to visit a partner Cadillac showroom** in order to gather more details and to conduct a test drive. Of these guests, **approximately 10% choose to acquire (lease, purchase) a Cadillac vehicle.**

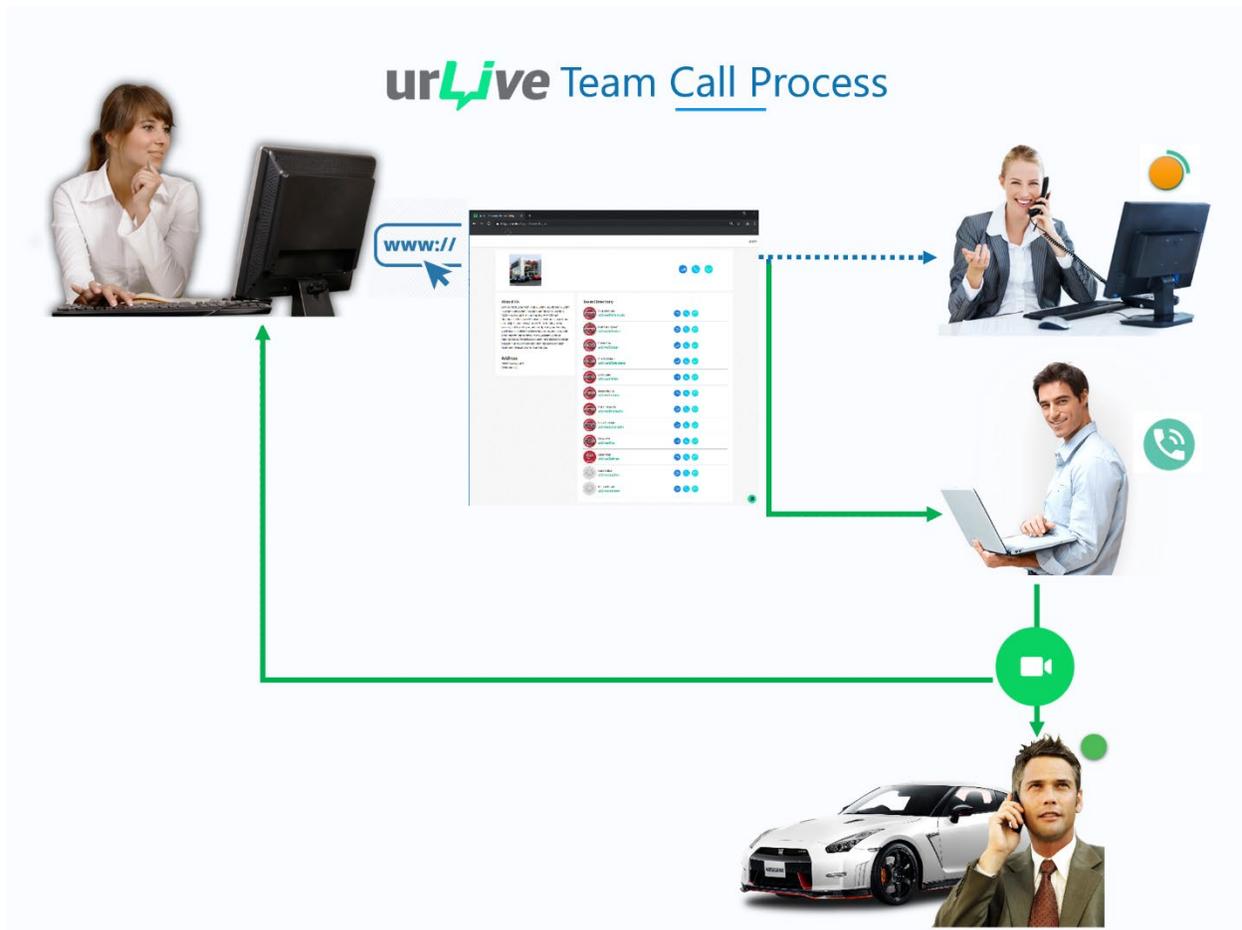
urlive Software Solution

urlive’s patent pending, software-only video solution allows dealerships to achieve this clicks-to-bricks transition with current and more modest resources. Instead of a dedicated studio, we instead enable dealerships to utilize and feature their existing product experts and competent sales professionals who are readily available at their own dealership showrooms. This “local-hero” engagement method offers a more powerful interactive exchange but with fewer resources dedicated to the process. In addition, the urlive enabled process also helps create an early relationship between the online-buyer and the sales professional who can complete the final order.

For more information, please call us at <https://url.live/hello>, or if you prefer the old way, email sales@url.live.

Appendix: How urLive Works

Consumers click a web link on the dealership's website (or email or instant message) while browsing on their laptop or mobile phone and are instantly connected (without creating an account, downloading software or logging in) to a dedicated team or receptionist, via video or audio. Any available team member can answer the call on their mobile phone or laptop and add other sales professionals as needed to the call. They can also share their screens from their laptops when completing orders or offering pricing details.



Appendix – urLive Dealership Benefits Summary

urLive's proprietary video platform enables sales professionals to customize and personalize delivery of information earlier and more clearly in the sales research process. The service helps facilitate the development of customer relationships, encouraging potential customers to visit dealerships to seek out the specific individual who engaged with them.

urLive can substantially impact a dealership's sales and service capabilities by

1. Empowering Agile Sales Teams

Leverage expert sales knowledge in your dealership by empowering and engaging underutilized sales specialists - earlier and more often - in the purchasing process through a seamless live visual link. This is achieved by enabling:

- Timely intervention at key stages of the purchase research process
- Easier links and better access to sales specialists or teams
- Personalized interactions covering a wide range of topics
- Higher conversion rates, resulting in more visits, test-drives and sales closed
- Stickers on vehicles on lots can connect to inside-teams, permitting greater productivity from representatives, as well as even after-hours access or sales engagement.

2. Creating Better Service Experiences

Leverage improved transparency to increase Customer Lifetime Value by creating programs to enhance the transparency of service departments. This is achieved by:

- Providing a method to confirm scope of repairs or to show work-in-process at the shop level

Reducing uncertainty and transparency by allowing customers to 'see' the repair process in real time. This helps customers to gain deeper understanding of the process and options and to have more perceived control of the repairs.

Appendix: Sources Cited and Links

Article - "Global Messaging Apps 2019 – What's Up With WhatsApp Status Ads and Other Opportunities for Marketers" - Published by eMarketer - September 2019 - (Electronic Copy Included in Folder)

Article - "Cadillac's New Digital Showroom Aims to Get People Into Physical Dealerships" - Published By Advertising Age - December 9, 2019 – (Article Hyperlink - <https://adage.com/article/digital/cadillacs-new-digital-showroom-aims-get-people-physical-dealerships/2221426>)

Article – "Ebay is Working With This Used Car Startup to Sell More Cars" – Fortune Magazine – June 2016 - (Article Hyperlink - <https://fortune.com/2016/06/30/ebay-vroom-car-sales/>)