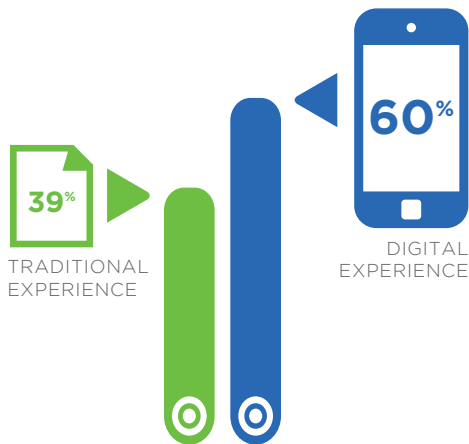


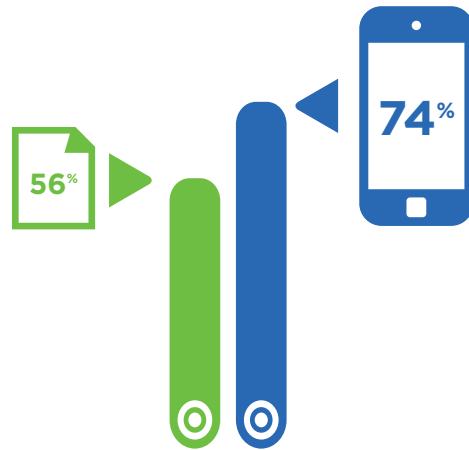
# DEALERS THAT OFFER A DIGITAL F&I EXPERIENCE BENEFIT FROM HIGHER CUSTOMER SATISFACTION, REPEAT & REFERRAL BUSINESS



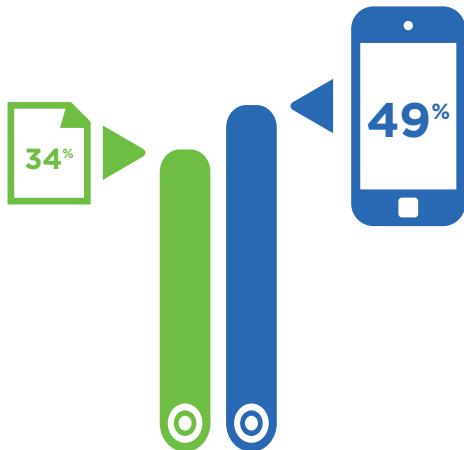
LIKELY TO RECOMMEND



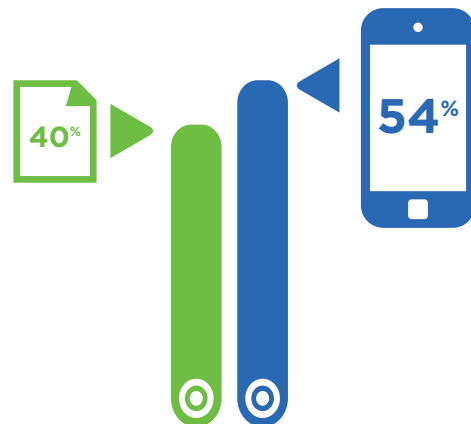
SATISFACTION WITH PURCHASE EXPERIENCE



SATISFACTION WITH TIME SPENT IN F&I OFFICE



LIKELY TO USE FOR PARTS/SERVICE



## DIGITAL F&I EXPERIENCE STUDY

TRADITIONAL EXPERIENCE
  DIGITAL EXPERIENCE

## METHODOLOGY

For the Digital F&I Experience Study, a quantitative online consumer survey was conducted in April 2015. In order to qualify for participation in the study, respondents were required to have purchased a vehicle from a dealer within the previous six months. A total of 500 surveys were completed, 400 of which were car buyers that had a traditional F&I experience and 100 that had a digital F&I experience. A digital experience is defined as engaging in at least one of the following activities: provide an electronic signature to sign for the vehicle, complete entire vehicle purchase online without having to go into the dealership, complete entire vehicle purchase electronically inside of the dealership, and/or review a list of products/services on an electronic device provided by the dealership.

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