HOW DOES YOUR
TECHNOLOGY STACK UP

SCORE YOUR TECHNOLOGY STACK.

Upon completion of this worksheet, you will be able to identify gaps in your current technologies that are keeping you from meeting the changing expectations of consumers. By setting up technologies that cover your dealership across Source, Sell, Service and Support activities and focusing on flexibility, you will be ready to adapt early and thrive!

Instructions: Check each box that is true for your current technology stack. If you aren't sure, leave it blank. Tally your score at the end to see where you fall on the scale. Give yourself one point for each checked box below.

1. ONLINE AND IN-STORE DIGITAL EXPERIENCE

☐ Does your current website include actual images and features of each unique vehicle?

☐ Does your current website enable your customers to view F&I options that are tied to your store's software?

☐ Does your current website enable your customers to begin F&I paperwork online to avoid duplicate data entry in store?

DID YOU KNOW?

83% of consumers **want to learn about F&I** before they visit the dealer and are more likely to purchase products if they had the ability to learn in advance.[1]

Source: MakeMyDeal F&I Research, 2015

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2. CONNECTIVITY OF SYSTEMS

- ❑ Does your deal structure connect to your website to avoid duplicate in-store data entry?
- ❑ Does your deal structure connect to your CRM to pull in customer data?
- ❑ Are you able to view information from lenders directly from your system?
- ❑ Are you able to electronically submit legal documents to your partners?

DID YOU KNOW?

63% of shoppers think it is **important** that dealers have an **efficient shopping process** to keep time at the dealership to a minimum.

Source: 2016 Cox Automotive Emotional Connections Research

3. CUSTOMER DATA PROTECTION

- ❑ Does your F&I software provide tools to prevent identity theft, including integrated checkpoints during the deal?
- ❑ Does your F&I software flag federal OFAC requirements during the deal?
- ❑ Does your F&I software automatically tell you when to send adverse action notices?
- ❑ Does your F&I software include monitoring safeguards to prevent information breaches when your employees access customer data?

DID YOU KNOW?

Up to **50% of data breaches** are caused by employees.

Source: Verizon Data Breach Investigations Report, 2015

4. VISION AND ONGOING SUPPORT

- ❑ Are your vendors able to quickly and cost-effectively scale with changes in your organization?
- ❑ Have your vendors shared a roadmap of how they plan to meet the needs of dealers like you, now and in the future?

5. AI-ENABLEMENT

- ❑ Are you currently using artificial intelligence or machine learning tools in your online marketing?
- ❑ Are you currently using artificial intelligence or machine learning tools in your dealership software?

DID YOU KNOW?

54% of shoppers would buy from a dealership with their **preferred experience over lowest price.**

Source: Autotrader Car Buyer of the Future Study, 2015

TOTAL SCORE:_____

SEE YOUR RESULTS ON THE NEXT PAGE!

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0–3: SINK
It's time for change!

Your dealership has very little interconnectivity of systems. This is your chance to make necessary changes to advance your technology stack and improve your dealership functions. Make it your goal to research alternative dealership software systems offering more technology and encourage your team to participate. You got this!

4–7: SURVIVE
Slowly but surely!

Your dealership is surviving with basic technologies to cover functionality, but limited interconnectivity. It's time to up your game by introducing more technological options. Make it your goal to continue adding functionality that will help your customers start their process online and pick up in store. You'll make it!

8–11: PROSPER
You're almost there!

Your dealership achieves online and in-store connectivity across the deal flow, but there is still room for improvement. Make it your goal to schedule monthly meetings with your team to go over strengths, weaknesses and areas for improvement within your technology stack to optimize your customers' experience. Keep striving for greatness!

12–15: THRIVE
Congratulations!

Your dealership is thriving with AI enablement and integration between online and in-store data! Make it your goal to continue thriving by scheduling monthly meetings with your team to keep an eye on evolving disrupters and consumer trends so you'll be ready to proactively evolve your operations. Keep up the good work!

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